

Contacts

NOVEMBER 1947



"WHAT IS A CUSTOMER?"

Yes, you've probably read this definition before. Contacts has published it on two occasions and we're doing so again. Why? Because it carries a message worth repeating over and over until all who meet the public know the rules of good service by heart!

- A customer is the most important person in this institution, in person or by mail.
- A customer is not dependent on us; we are dependent on him.
- A customer is not an interruption of our work, he is the purpose of it; we are not doing him a favour by serving him, he is doing us a favour by giving us the opportunity of doing so.
- A customer is not an outsider to our business, he is part of it.
- A customer is not a cold statistic, he is a flesh-and-blood human being with feelings and emotions like your own, and with biases and prejudices.
- A customer is not someone to argue or match wits with. Nobody ever won an argument with a customer.
- A customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.



IN THIS ISSUE:

	Page		Page
Christmas Is Coming! Community Chest Speeds Ahead at Eaton's!.....	1	Presentations to George Berry and Lawrence McFadyen	29
The President Returns Home From Western Tour. Recent Appointments.....	2, 3	"And So They Were Married".....	30, 31
Eaton's Gives Dinners at Victoria.....	4-6	Eaton Girls' Golf Club Dinner.....	32, 33
Mr. Ross Jenkins Addresses Assistants.....	7	Men's Golf "Knockout" Winners.....	34
Youth at the Helm!.....	8, 9	Eaton's Mixed Five-Pin Bowling League News.....	35, 36
Action! Camera! "The Story of a Store" in Kodachrome	10, 11	Mr. G. A. MacNeil Tendered Complimentary Dinner	37
"What's the Big Idea?".....	12	Miss Anna McArthur Says Farewell.....	38
Eaton Drivers' Annual Bulb Sale.....	13	Seen and Heard in the Mail Order.....	39-41
Installation Banquet—Junior Councillors and Junior Executives.....	14, 15	Edna Glynn Honoured. Dauphin Store Wins Softball Series.....	42
Mr. Frank Carpenter Honoured on Retirement	16	Four Generations. Holiday Trails. Catherine Taylor Off to South Africa....	43
Presentation to Mr. W. J. Keeler.....	17	Around the Store News.....	44-46
"Class of 1912" or Thirty-Fifth Anniversaries	18-21	"Childhood's Fleeting Hour".....	47
Quarter-Century Anniversaries	22, 23	Around the Store (continued). The Need For Blood Plasma Is Great!.....	48
What's Going on Around Here?.....	24, 25	In Memoriam.....	Inside Back Cover
More Quarter-Century Anniversaries.....	26-28		



CHRISTMAS IS COMING!

"Most all the time, the whole year round there ain't no flies on me,
But jest 'fore Christmas I'm as good as I kin be!"—Eugene Field.

"Christmas K" Starts Tuesday, Nov. 4th!

Now comes one of the most eagerly awaited announcements of the year—the "Christmas K"—that extra "lift" the Company gives Eatonians on their shopping budget when it's needed most!

Here are the dates and information:

EMPLOYEES' CHRISTMAS SHOPPING, 1947

Approval is given to the granting of an additional 10% to employees on their purchases—including specially displayed fancy groceries, fruits and Christmas dainties, sold in service departments, during the coming Christmas season, but with the exception of the following lines on which no additional discount will be given:

- | | |
|----------------------------|---|
| (a) Foodateria provisions | (f) Cloth coat storage |
| (b) Meat department | (g) Any merchandise on which no regular discount is given |
| (c) Magazine subscriptions | (h) Grains and poultry feeds |
| (d) Decorating | (i) Laundry soaps and soap flakes |
| (e) Fur storage | |

In Winnipeg, the days on which the above will apply, between the hours of 5 and 6 p.m., are as follows:

Tuesday, November 4th
Friday, November 7th

Monday, November 10th
Friday, November 14th

All-day shopping will be permitted Tuesday, November 18th, to Tuesday, December 2nd.

There will be no night shopping for employees at the special discount in the period, November 18th to December 2nd. No Special Discounts After Tuesday, December 2nd

The extra 10% allowance applies to all employees on our staff on the scheduled times listed above. Those not then entitled to regular "K" accounts will be given special numbers **good only for 10%.**

Two Exciting Events for Little Folk!

1. The Annual Santa Claus Parade is Saturday, November 22nd

• • •

2. The C. P. R. Miniature Train Again "Steams" into Eaton's!

From October 31st to November 15th it will run in the Donald Annex, with surprise packages for each young passenger at the end of his journey.

The Community Chest Speeds to a Close!

As November Contacts goes on the press, Winnipeg's Community Chest Campaign among Eatonians is speeding to a close. Final figures are not yet available but will be published in Contacts' December issue.

The campaign got away to a spirited start at Eaton's with a series of meetings in the assembly hall, which was decked with arresting red feather banners and slogans. The first meeting was presided over by Mr. R. S. McCordick, general manager, and attended by supervisors and department heads. Principal speakers were Mr. J. A. Brody, chairman of the Community Chest board, and Mr. W. A. Kennedy, past chairman and executive member.

Each of these speakers told of the increased costs and critical problems arising out of the war that now face the Community Chest in a growing city. Because of these, the Chest had to set its objective to \$516,969, highest in its 25-year history. Mr. R. M. Pinfold, assistant general manager, and a member of the Community Chest executive, also spoke briefly.

Thanking the speakers, Mr. McCordick announced that the Company was increasing its contribution and urged that Eatonians also set their sights higher in this vitally important campaign.

* * *

Eatonians can always be depended upon to champion so great a cause. As a group numbering some 8,000 citizens, we realize the importance of our joint contribution, and that "everybody benefits—everybody gives."



Homeward Bound...



Upper left: With a smile and a friendly wave of his magazine, Mr. Eaton stepped up the passenger ramp. A few moments later the big aircraft taxied down the runway.

Centre: A beautiful "ship" this Douglas DC3 twin-engined craft, with its 95½-foot wingspread glistening in the noonday sun! The plane's carrying capacity is 15 passengers and a crew of three. Air engineer is Tim Stone, son of the late Mr. T. Stone, supervisor of the garage, affectionately remembered as "Stoney."

Lower right: Left to right on the ramp are Messrs. Ross Jenkins, W. Park, director, and the President, Mr. J. D. Eaton.

With Perfect Flying Weather Ahead, The Company's New Aircraft Takes Off From Stevenson Field. Mr. J. D. Eaton and Party Reach Toronto in 4 Hours and 22 Minutes.

Manitoba's matchless autumn weather was still holding out when promptly at 12.30 p.m. on Monday, October 20th, Mr. J. D. Eaton and party took off from Stevenson Field, Winnipeg, in the Company's new Douglas DC3 aircraft. Seconds later the big twin-engine plane was but a spot of silver in the noonday sun. Zooming 9,000 feet into the blue, the aircraft caught a 40 m.p.h. tail wind and landed in Toronto 4 hours and 22 minutes later. With the president were Mr. G. M. Eaton and Mr. W. Park, directors, and Mr. J. Ross Jenkins, head of the merchandise office, Winnipeg.

On hand at Stevenson Field to wish the party a "happy landing" were Messrs. R. S. McCordick, R. M. Pinfold, A. R. Tucker, W. H. Matthews and H. A. Steele.

RECENT APPOINTMENTS

Winnipeg

MR. W. J. McKeag—Merchandise office representative for the following departments:

Department W228—Men's furnishings;

Department W 28—Men's and boys' furnishings, hats, caps and furs;

Department W428—Men's hats, caps and furs;

Department W528—Boys' furnishings, hats and caps;

Department W229—Men's clothing;

Department W 29—Men's clothing;

Department W230—Made-to-measure shop;

Department W232—Boys' clothing;

Department W 32—Boys' clothing;

Department W237—Men's and youth's footwear;

Department W 37—Men's boots, shoes and rubbers;

Department W1037—Shoe Repair Shop;

Department W238—Women's shoes and rubbers;

Department W 38—Women's shoes and rubbers;

Department W239—Infants', children's, boys' and misses' shoes and rubbers;

Department W 39—Infants', children's, boys' and misses' shoes and rubbers;

Department W901—Basement store: Dress goods, staples, gloves and hosiery, millinery, sportswear, skirts, juvenile, lingerie and corsets;

Department W926—Basement 5c to \$2.00;

Department W928—Basement store: Men's and boys' wear and baggage;

Department W937—Basement: Women's, men's and children's shoes;

And all Western stores' correlated departments.

Department W229—Men's clothing;

Department W230—Made-to-measure shop;

Department W 29—Men's clothing;

MR. E. MARTIN, group manager.

Department W229—Men's clothing;

Department W230—Made to-measure shop;

MR. J. PATERSON, head of department.

Department W232—Boys' clothing;

Department W528—Boys' furnishings, hats and caps;

Department W 32—Boys' clothing;

MR. A. L. BEST, supervisor.

MR. D. E. MCGILL, group manager.

Department W132A—Caretaking;

Department W132B—Washrooms;

Department W132D—Public comfort;

Department W132E—Emergency;

Department W133—Night Watchmen;

Department W134—Night caretaking;

MR. T. GILES, first assistant.

Department W1762—Candy factory;

MR. M. H. GROSE, first assistant.

Department W201—Gloves, hosiery and umbrellas;

MR. T. R. HUMPHREYS, head of department.

Edmonton

Department E228—Men's and boys' furnishings, hats, caps and furs;

Department E229—Men's and boys' clothing;

MR. R. M. MacLEAN, head of department.

Regina

Department R229—Men's and boys' clothing, furnishings, hats, caps and furs;

MR. S. G. UDELL, first assistant.

Saskatoon

Department S278—Contracts;

MR. J. A. BROWN, head of department. This is in addition to his present duties.

Estevan, Sask., Order Office

MISS LAURA I. BLOOR—In charge.

Cardston, Alta., Order Office

MISS EILEEN GULAK—In charge.

HOMeward BOUND

(Continued from Page Page Two)

The return trip to Toronto followed a tour of the Company's western division made by Mr. Eaton early in October. On this occasion Mrs. Eaton and their son, Thor, journeyed to Winnipeg with the president, returning to Toronto earlier in the month by T.C.A. During the tour of western branches the party included Mr. Gilbert Eaton, Mr. W. Park, Mr. W. H. Matthews and Mr. J. D. Laing.

While in Winnipeg the president took time out for a brief spot of duck shooting near Poplar Point. Accompanying him were Messrs. W. Park, Ross Jenkins, W. H. Matthews, A. Arnason, and Mr. Eaton's co-pilots, Ralph ("Sprad") Spradbrow and Clark Ready. The prevailing fine weather wasn't conducive to good hunting but most of the party got their quota.

Eaton's Gives Dinners at Victoria

Honours Canadian Weekly Newspaper Association and B.C. Postmasters in Annual Conventions. As Guest Speaker, Mr. R. J. Fry, Supervisor, Winnipeg City Advertising, Delivers Inspiring Address on "The Place of the Weekly Press in the Life of the Nation."

Mr. G. M. Eaton, Director, Presides Over This Dominion-Wide Gathering.

Eaton's of Canada invaded Victoria, the beautiful capital city of British Columbia, to honour the Canadian Weekly Newspaper Association and the British Columbia Postmasters, assembled in annual conventions, by tendering complimentary dinners at the Empress Hotel on September 25th and October 2nd.

Mr. Gilbert M. Eaton, director, journeyed to Victoria specially for the Newspaper dinner, at which he presided in a most genial manner, welcoming a record gathering of 650 which crowded the spacious ball room. The Weekly Press of the country was represented from coast to coast and even Newfoundland. Through the kindness of the Hudson's Bay Company of Victoria, the banquet hall was tastefully decorated with flags and bunting. There was a head table for 32, including officials of the Newspaper Association and local guests, and flowers in profusion. The Empress orchestra was in attendance and local vocalists contributed to the enjoyment of a notable occasion.

The Chairman

In his opening remarks Mr. Eaton dwelt on the important service rendered by the Weekly Press in Canada, particularly in these unsettled times. He then introduced Mr. R. J. Fry, supervisor of Winnipeg city advertising, who, he said, was well fitted to speak on "The Place of the Canadian Weekly Press in the Life of the Nation," having had a wide experience in daily and weekly newspaper work and as editor of Maclean's Magazine before joining Eaton's at Winnipeg, where he had become head of mail order advertising, covering catalogue preparation and weekly advertising, and later supervisor of city advertising. Thus he was conversant with all branches of newspaper and advertising activities.

Mr. Fry Speaks

"The T. Eaton Company," said Mr. Fry, in his introductory remarks, "stands ready always to lend encouragement to those organizations which are working for the larger interests of the Canadian people." He outlined the luncheons and dinners the Company had tendered various organizations in Western Canada in recent months—"all evidence of the helpful attitude of a great business concern in aiding those bodies and furthering those movements which are calculated to improve the conditions and raise the standards of Canadian life."

"I am particularly glad," he continued, "of the opportunity of speaking to the Canadian Weekly Press because I want to cover a phase of service rendered by the Press as embodied in its power to mould and formulate public opinion, which once crystallized, may yet make this Dominion the country it aspires to be, assum-

ing its rightful place of influence among the nations in rebuilding a shattered world."

Community Service

In defining the place of the Weekly Press in the life of the nation, Mr. Fry asserted it was one of dominating influence in the community, as embodied in "service" — service in local news, service in advertising and service in leadership in community effort.

He praised the Weekly Press on its local news coverage and the marked improvement in its attractive presentation. In its own field a local paper was supreme by reason of its local news appeal, and no metropolitan rival could replace it.

The same principle applied to local advertising as well. He spent some time in discussing advertising from the viewpoint of small town merchants and publishers, advocating a generous use of space which would ensure profitable operating to all. It was much better for all to unite in a community campaign in educating the public than for two or three concerns to carry the whole burden. There need be no local jealousies—the aim should be an informed customer, for a customer who was educated in style trends and values was always the most potential buyer. For smaller centres, Mr. Fry suggested truth, simplicity and service as the essential factors in advertising. All copy should be so moderately and accurately phrased that any question of its truthfulness would never occur to the reader. Advertising language should be the simplest, homeliest, the most natural language there is, child-like language. Advertising is the window through which goods are displayed, and anything that lessens the clearness of the window makes it harder to see the goods; it matters not whether the glass be elaborately etched or merely dirty; the effect is the same. Attention centres on the etching or the dirt. Language that attracts attention to itself has little place in any ad. In point of service to the public, the best advertising is that which presents the daily news of a store as if written by an outsider. No sign of eagerness to sell, no greed, and, of course, no lying. Too often the advertiser saw only shelves loaded with goods he desired to sell; what he should visualize was the average home with human needs: the purpose should be to meet those needs with a helpful service.

And, as to leadership in community effort, the speaker urged that the Weekly Press should further, and indeed originate, movements for local improvement, and follow an aggressive but independent editorial policy in advocating measures for the development of the country in general.

(Continued on Page Six)

Eaton Dinner for Canadian Weekly Newspapers at Victoria, B.C., September 25th

Top, left to right—A portion of the head table. Col. Walter Ashfield, president of Newspaper Association, argues with Mr. Gilbert Eaton, the chairman, who appears skeptical; Mr. R. J. Fry devotes his attention to Mrs. Chubb, wife of the Hudson's Bay manager at Victoria; while Mr. H. Clare Chubb and Mayor Percy George, of Victoria, survey the big gathering.

Left, centre—Mr. H. L. Westman, manager of Eaton branch store, Vancouver, tells Mr. Eaton he can't find a seat.

At lower left—A partial view showing half of the 650 guests who crowded the Empress Hotel ballroom for the dinner.



Above—Mr. R. J. Fry, city advertising, Winnipeg, speaker of the evening, was temperamental. Didn't like the microphone, told the audience it cramped a speaker's style and threatened to throw it out. Mr. Fry is not reading his speech. Just before he rose he was asked by a reporter for his manuscript. "My boy," he replied, "I haven't even got notes."

Eaton's Gives Dinners at Victoria

(Continued from Page Four)

The Larger Field

Turning to the larger field of Dominion activities, Mr. Fry continued: "Cast against the background of national needs, the service of the Canadian Press looms large in perspective in meeting those needs—to the attainment of some high national ideal, the achievement of some great national purpose and the fulfillment, it may be, of some grand national destiny." He named some of the outstanding issues of the day—"the development of our natural resources, the assimilation of our foreign population, the regulation and extension of our systems of transport by sea, air and land, the continued growth of our manufactures, the maintenance and extension of our markets, the adjustment of the seemingly conflicting interests of capital and labour, the enactment of our laws and their just enforcement, the reconciliation of federal and provincial differences, the education of our children and the care of dependents, and the rearing of a people of sound moral fibre—in these were problems as great as have ever faced any young country in the history of the world."

Making a plea for Canadian unity, the speaker expressed the conviction that these problems would be solved largely through a freedom of thought and speech, in the press and on the platform. He urged the Press to maintain its standards of tolerance and independence, illustrating their importance by reference to the Winnipeg system of employing the proportional vote in the election of the Mayor and city council and city members in the Legislature, by which all shades of opinion secured representation in accordance with the votes recorded, a system which, he argued, resulted in an alert and informed electorate and in the development of leadership. It was not by chance, he maintained, that Winnipeg had given the country such leaders as Dafoe, Woodsworth and Bracken—it was by fostering an independence in thought and speech, so vital to the maintenance of the continued freedom of the press.

Tribute to Britain

Pausing to note the crisis in Britain, the speaker observed "Dark days, indeed. But in the midst of despair, listen to the voice of youth, and courage, and hope" as he recalled the inspiring message of Princess Elizabeth in her broadcast to the Empire on the occasion of her twenty-first birthday "in which she pledged her heart, her talent, her very life to the people of Britain in upholding those high principles and maintaining those enduring institutions which, throughout a long and glorious history, had been the abiding foundation of England's greatness."

True National Greatness

In closing, Mr. Fry made a plea for high standards in public and private life, citing Sir Wilfrid Laurier's maxim that "faith is better than doubt and love is better than hate." "Let us banish doubt and hate," Mr. Fry urged, "and enthrone faith and love in the rearing of a citizenship of moral fibre. Without that inner moral life which alone gives a permanent and elevating influence to the social and political

institutions of a country, all our advantages may be sacrificed on the altar of selfish ambition and sordid gratification, and only accelerate our national decay. We are watching over the infancy of this young country. To us it is given to stamp our moral likeness on its history. By the lives we live, by the work we do, we shall determine whether posterity shall bless our memory or whether our selfish indolence and recreancy to a high trust shall bequeath them a heritage of ignorance, lax political morality and religious indifference which shall darken their history through all coming time. 'The Place and Influence of the Canadian Weekly Press in the Life of the Nation.' It is both an opportunity and a challenge. With the utmost confidence we leave the outcome safely in your keeping."

Thanks From Association

The thanks of the gathering was tendered in a very sincere acknowledgment by Colonel Ashford, president of the Canadian Weekly Press Association.

In a letter from the Association headquarters at Brampton, Ontario, Mr. W. E. McCartney, managing director, writing Mr. Fry, said: "May I, on behalf of the Weekly Newspaper delegates who attended the 28th annual convention of this Association in Victoria, express deep appreciation for the forceful and eloquent address you delivered at the complimentary dinner sponsored by your Company."

* * *

Postmasters Are Honoured

Eaton's Tenders Dinner to British Columbia Convention Delegates at Victoria

The annual convention of British Columbia Postmasters at Victoria was marked by a dinner, tendered by The T. Eaton Co., at the Empress hotel on Thursday evening, October 2nd.

There was an attendance of 175, representing Postmasters and their wives. Mr. H. L. Westman, manager of Eaton branch store at Vancouver, acted as chairman and welcomed the guests.

The evening's entertainment was varied, including vocal and musical selections, a quartette, ballet dancing and a fine presentation by a magician, all of which were greatly enjoyed by a most appreciative audience.

Mr. R. J. Fry, of Winnipeg city advertising, who had gone to Victoria for the Canadian Weekly Newspaper dinner the preceding week, remained over for the Postmasters' dinner, and spoke briefly on Service as applied both to post office and department store operations in their relation to the public.

For the Postmasters' convention Mr. George Lattimer, of the Winnipeg mail order, also made a special trip to Victoria, and participated in the proceedings, contacting the various postmasters among whom he is well known.

Following the entertainment a hearty vote of thanks was given The T. Eaton Co. for its kindness. One of the delegates, in expressing appreciation, made a very clever play on the word "service" by attempting to define it—S for satisfaction, E for enterprise, R for reliability, V for variety, I for integrity, C for confidence and E for Eaton's—that, he said, was indeed Service de Luxe.



1. "My name is Harding, Ted Harding. Got a charge account with you. Last month we bought one of your new toasters and it didn't work. Well, today we received your bill and . . . transfer me to electrical appliances? Certainly."
2. "My name is Harding. Harding. H-A-R-D-I-N-G. Bought a toaster from you last month which didn't work. Naturally we sent it back, but today, when we got your bill . . . complaint department? Okay."
3. "Name's Harding. Bought a toaster which didn't work so we sent it back. Today you sent us a bill . . . credit department?"



4. "Harding, bought a toaster. Didn't work. Sent it back. Got a bill. What? Adjustment?"
5. "No—a toaster! Yes—a bill! Who? The complaint department!!!"
6. ". . . toaster, toaster, toaster, toaster, toaster, toaster, toaster . . ."

—Reproduced from Saturday Evening Post.

Mr. J. Ross Jenkins Addresses Assistants

A most interesting and informative address on "Merchandising Today as Against 15 Years Ago" was delivered to the Assistants Association by Mr. J. Ross Jenkins, head of the merchandise office, at the first dinner meeting for the Fall and Winter season, held in the grill room on Friday evening, October 3rd.

Introduced by President Harry Craik, Mr. Jenkins dealt with the changing picture in merchandising; the influence on the public of motion pictures, fashion shows and style magazines; the importance of colour and other features. "Today it is not what the buyer wants but what the people want," Mr. Jenkins stressed.

He also briefly discussed branded lines, production and distribution and urged his listeners to always keep in mind that we're servants of the public.

Mr. Craik thanked Mr. Jenkins on behalf of the assembly. He then called on Mr. T. R.

Humphreys to give a report on the service campaign, of which he had been chairman.

Mr. Humphreys outlined the working of the various committees, told of the tours of departments for the betterment of service. Co-operation had been whole-hearted and encouraging, said he. Reports were now being analyzed and it was felt that much good would result.

Mr. Craik urged the assistants to get behind the "Chris for Winnipeg Campaign" at the Civic Auditorium and to bring it before their departments.

Other matters were discussed briefly after which the meeting closed at 7:30 p.m. with a surprising amount of ground having been covered and the evening still young. The attendance was one of the largest on record and it was good to see at the head table a former frequent visitor and now mail order superintendent, Mr. A. H. Young.

EATON MEN'S BRIDGE LEAGUE

Plans for this season's bridge tournament are now speeding ahead! Watch for further announcements. The committee in charge of arrangements are: Chairman, J. H. Keys (cash office); Secretary, G. M. Horton (china, store); E. C. Loveridge (garage); R. H. Bissett (printing); J. W. Myers (mail order merchandise); R. R. Newall (mail order radios).

Youth at the Helm!



As a result of recent staff changes, the mantle of management falls upon the shoulders of some of our younger men. We congratulate these Eatonians upon their enriched opportunities. May they take the helm of increased responsibility with calm confidence. And may they keep abreast of advancing conditions in this great Company with the vision and vigour of youth!

The field of merchandising today is a strenuous but fascinating one. But for ambitious young men who have what it takes, there are never-ending opportunities for advancement in the Company's service.

MR. WILLIAM J. McKEAG

Recently appointed to the merchandising office where he now represents a group of departments. Mr. McKeag's record is one of steady progress upwards. Born at Dromore, County Down in 1900, he served his apprenticeship in retail dry goods and also worked in the wholesale business.

Enlisted in Imperial army during World War I as a teenager. Coming to Canada Mr. McKeag started with Eaton's staple department in August, 1924, and rose to head of department. From 1931-35, he was head of staples and yard goods at Edmonton store, then returned to Winnipeg as second-in-command of yard goods under the late Mr. J. Forster. On the latter's retirement, he took over the department, making his first overseas buying trip in 1936.

In 1943 he was appointed supervisor of the men's and boys' clothing and boys' furnishings from which he now steps up to higher responsibilities. Mr. McKeag has been chairman of the advisory board, and has served on many committees. Married, with three daughters, he golfs and curls and is past president of the Eaton Men's Golf Club.



MR. EDWARD MARTIN

Taking the helm from Mr. McKeag, the 43-year-old Mr. Martin has been promoted to the rank of group manager of the men's clothing, city and mail order. Born in Belfast where he served his apprenticeship with J. & F. Haslett in the "wholesale general" business. Came to Canada in 1923 and started with Eaton's grocery department. Transferred to the candies shortly after and here he rose to head of department. Further recognition came in 1944 when he was moved to men's clothing, etc., as head of department.

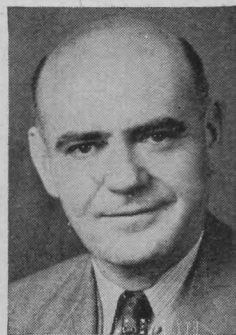
Married an Eatonian, the former Patricia Hope Nelson. They have two sons and a daughter. Golf is Mr. Martin's special dish in sports. In 1946 he won the Eaton championship.



Mr. Edward Martin



Mr. Alfred Best



Mr. David McGill

MR. ALFRED L. (LINDY) BEST

Stepping up from group manager to supervisor in the boys' clothing and furnishings departments, Mr. Best's responsibilities will be aided by long experience. A County Tyrone Irishman, his apprenticeship in retail dry goods was served in Dungannon. From there he went to William Paul and Sons, Portedown, in charge of the dress goods department.

Came to Canada in 1911 and joined Eaton's in June of that year as a salesman in the silks, later transferring to the men's clothing and boys' and men's headwear. His appointments have been assistant manager in the boys' clothing and men's hats; head of department in the boys' clothing and furnishings, then in 1941, group manager. Mr. Best has three sons and two daughters. One son, Lindy, Jr., is head of department in the yard goods, etc., at Moose Jaw store, while another son, Gerald is with the basement store. A golfer and curler, Mr. Best is proud of having won the Eaton father-and-son golf championship.

MR. DAVID E. MCGILL

Group manager boys' clothing and boys' furnishings, the 43-year-old Mr. McGill comes to Winnipeg from Edmonton store where he was head of the men's and boys' departments.

Strictly a western product, he was born in Holland, Man., where his father was an early settler. Started out to be a doctor, but after three years studying medicine, started with Eaton's at Calgary where he was timekeeper on the erection of the store building. He then joined the men's clothing department and was later appointed to department head at Edmonton. Once a famous runner, Mr. McGill distinguished himself by winning the Dominion championship for 5,000 metres and in 1924 represented Canada in the Olympic games at Paris. Married an Eatonian, the former Sylvia Dennison.

MR. JOHN PATERSON

Appointed head of department men's and boys' clothing, Mr. Paterson was born and educated in Winnipeg, joining Eaton's in April, 1934. One of our younger department heads, he is 32 years of age. After a term with the despatch and stock audit, he went to the gloves and hosiery where he rose to department head. Married Miss Kathleen French, daughter of the late Mr. Thomas French, formerly mail order superintendent.

During World War II he served in the infantry with the rank of lieutenant. Fond of golf and shooting.

MR. ROSS M. MCLEAN

Former head of department in boys' clothing and furnishings here, Mr. McLean succeeds Mr. McGill at Edmonton where he will have the increased responsibility of both men's and boys' wear. Mr. McLean, who is 33, was born in Winnipeg, graduated from Manitoba University and also studied in Manitoba Law School. Started with Eaton's in the boys' clothing and was appointed assistant in 1940.

Enlisting in World War II, Mr. McLean served with the R.C.N.V.R. rising to the rank of lieutenant-commander. Returning to civil life in December, 1945, he was appointed head of department.

MR. THOMAS HUMPHREYS

From first assistant in the men's furnishings, Mr. Humphreys moves up to head of department, gloves and hosiery, where he succeeds Mr. John Paterson. Also born in Winnipeg and 33 years of age, Mr. Humphreys started with the Company, April 24th, 1930. After several years with the general office, and the T. Eaton Life Assurance Company, he joined the men's furnishings where he spent the next eight years.

Appointed first assistant in the jewellery department in 1942; transferred back to the men's furnishings in April of that year. Was a member of the exchange and complaint committee and recently, chairman of the Service Campaign.

Served in World War II with the rank of infantry sergeant. Married and has a daughter.



Mr. John Paterson



Mr. Ross McLean



Mr. Thomas Humphreys

ACTION! CAMERA!

Mail Order Eatonians "On Location" Take Part in Kodachrome Film—"The Story of a Store." Winnipeg "Shots" To Be Linked in Continuity With Sequences Taken at Toronto.

There were no bursts of temperament—no starring roles—no fabulous contracts—not even a solitary swimming pool. Nevertheless, the Eatonians who took part in the Kodachrome (colour) film "The Story of a Store" recently shot in the mail order, got a thrill out of being in the movies and watching how it was done!

Designed as an educational film for the staff, "The Story of a Store" will show the many and varied operations and activities of the Company.

Store, factory and mail order systems will be featured for the interest and education of Eatonians everywhere.

It is hoped that early in the new year the film will be shown to Winnipeg and the western stores.

The Winnipeg "shooting" was entirely of the mail order operations. Representatives of the Shelly Film Co., Toronto, were in charge of production. Mr. Frank Ramsey, formerly with Paramount Pictures was director. With him were Stanley Breed, cameraman, and M. Marshall, electrician in charge of the powerful Kleigs.

Acting as "liaison officer" was Frank Rostance, of Toronto store's display department. Mr. Rostance will be remembered by Winnipeg Masquers. Frank was here to play the leading role in the Toronto Masquers' entry when the Dominion Drama Festival was held in Winnipeg. He also went overseas with the Masquers to entertain at troop centres.

Eaton electricians, carpenters and painters also lent valuable assistance to the Toronto crew in the matter of lighting, spiders, cables, amps and what have you; and in building backgrounds, platforms, etc.

Lending a hand on the production end was Mr. Jack Merritt, whose knowledge and experience in mail order system (plus friendly, obliging manner) was a big help to the movie men.

Also on the spot were our fire inspectors with their brand new Randolph 25-lb. carbon dioxide extinguishers that are "faster than fire."

The entire Winnipeg sequence was to show an order going through the system. First the slicing of the envelope, on through the cash cage and kindred systems of sorting, stamping . . . on to the merchandise departments for filling, on to the conveyor belting (of which we have 1¾ miles—did you know?) . . . the packing, assembling . . . and finally to the big mail truck and trailer. Another shot that should prove most interesting was of the mail order staff leaving the building homeward bound.

Filmed in kodachrome, these motion pictures of Eaton's in action should prove most educational and enjoyable. This type of film is in natural and realistic colour. Just imagine how charming those gaily coloured smocks will look—not to mention a gal's makeup and lipstick!

Here's hoping you'll see yourselves in the movies soon!

* * *

Descriptions of Pictures on Facing Page

Top Row—Left: M. Marshall, electrician; S. Breed, cameraman; F. Ramsey, director (Shelly Film Co.). Centre: "Adjusting the lights." F. Ramsey, F. Rostance (of our Toronto store) preparing to take mail opening section, department W161. Right: F. Ramsey, S. Breed. "That's good."

Second Row—Left: F. Ramsey checks on the light with his exposure meter. He's "afraid of the dark." Centre: M. Marshall "looking things over." Right: S. Breed at camera, director Ramsey looks on. Packers at work, department W122, assembly and packing.

Lower Row—Left: Maestro Ramsey shows girls in department W3 how Lana Turner would do it. Centre: Department W122, assembly and packing. Aren't the smocks pretty? Expert timing needed here to show variations of work. Right: Department W122. Parcels on their way to Post Office. Note the powerful Kleigs overhead.

Correction and Congratulations!

In October Contacts it was reported that Cliff Lyons (printing) had been presented with the British Service Legion Medal. This should have read **"Meritorious Service Medal."** The medal was presented at the initial meeting of the St. James' Branch of the Canadian Legion No. 4 on September 11th.

"Cliff was on holidays at the time," writes our informant, "so we couldn't get the correct details."

Wouldn't the days seem lank and long
If all went right and nowt went wrong,
And wouldn't life be extremely flat
If we had nothing to grumble at?

—"Key of the House"

30 Years With Eaton's

Congratulations to **Mr. Arthur R. Farrow** (printing) who completed 30 years with the Company on October 19th.

Many happy returns also to **Miss Myrtle L. Bovey** (mailing list) whose 30th anniversary was an event of October 24th.

Calling Our Curlers!

That eagerly awaited event, the
Eaton Men's Curling Club

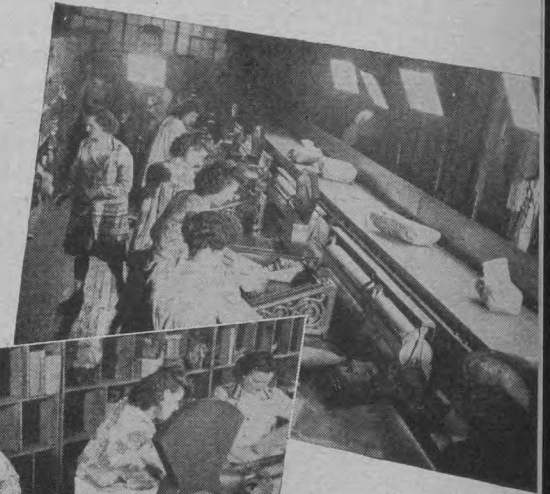
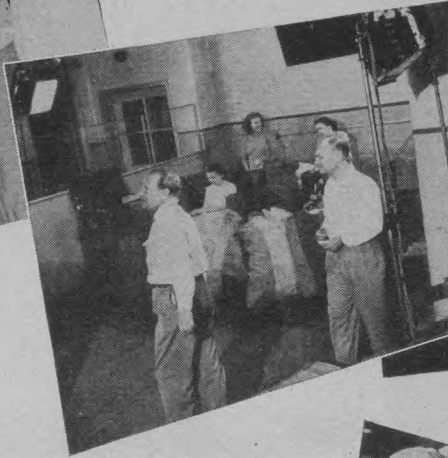
GET-TOGETHER

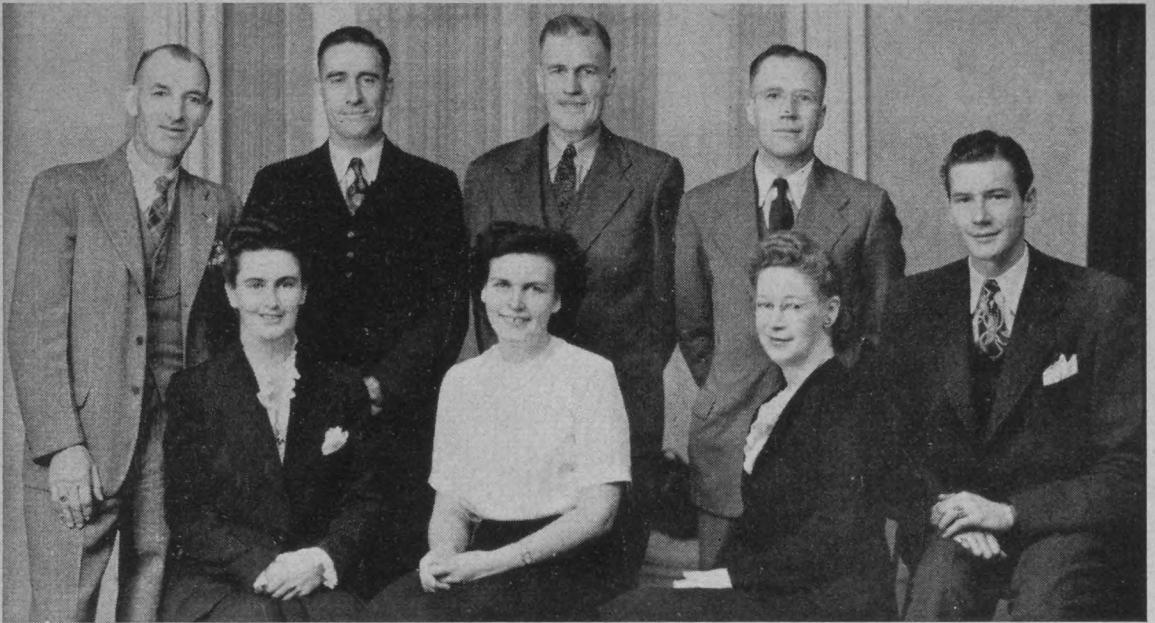
is scheduled for Friday evening,
NOVEMBER 21st,
at the Civic-Caledonian Rink.

ACTION! CAMERA!



For Descriptions
of Pictures
See Facing Page





Standing, left to right—F. B. Jones (receiving), P. H. Smith (first assistant, W.B.O.), A. E. Hughes (wages office), D. Johnston (staples).
Seated—Miss Cora Turner (grocery packing), Miss Lillian Shadbolt (city transfer), Miss M. Ellis (candies), R. W. Hind (men's furnishings).
Missing from picture—Miss L. Hantscharuk (lingerie, mail order).

"What's The Big Idea?"

Have you an idea which you think might improve service—promote safety—eliminate waste—reduce costs—improve training or strengthen morale?

Think it out carefully, then jot your idea down (just as these recent prize-winners did) and send it in to the Suggestion Committee. Apart from the monetary angle, there is the deeper satisfaction in creating a brain wave (however small) that may prove helpful to our Company.

Congratulations To These Eatonians Who Recently Sent in Prize-Winning Suggestions:

D. Johnston (linens).....	\$10.00
R. W. Hind (men's furnishings).....	10.00
Miss Lillian Shadbolt (city transfer).....	10.00
P. H. Smith (W.B.O.).....	10.00
Miss Cora Turner (grocery packing).....	10.00
Miss M. Ellis (candies).....	10.00
A. E. Hughes (wages office).....	5.00
Miss L. Hantscharuk (lingerie, mail order).....	5.00
F. B. Jones (receiving).....	5.00

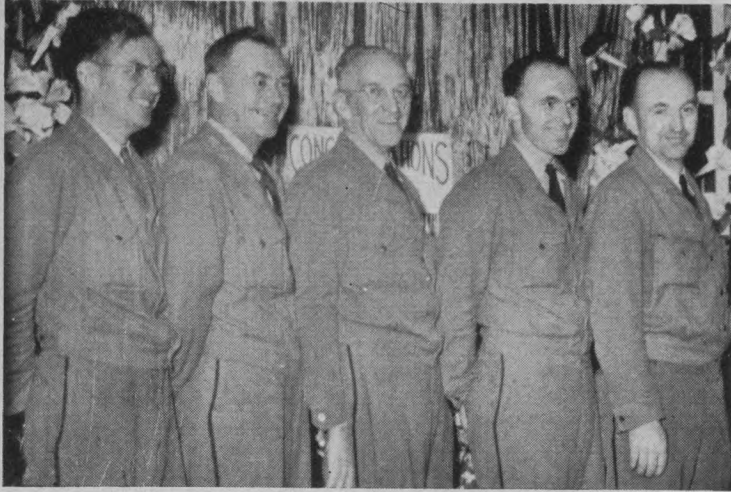
Congratulations to Mr. F. T. Mace, mail order accountant, who, having been a member of the Institute of Chartered Accountants of Saskatchewan since 1934, was recently admitted to membership in the Manitoba Institute. * * *

"The secret of success is constancy to purpose."
—Disraeli

Disgruntled Bachelors Please Read!

Recently a lady and gentleman visited the portrait studio to have a photograph taken. They brought an album with them in which was mounted 33 photographs, each taken by Eaton's on their wedding anniversary. The 1947 photo made the 34th. It was very interesting for our photographers to see the style of photo change gradually as the years passed, also to note the years impressing their mark on the happy couple.

Drivers' Annual Bulb Sale



The spotlight winners line up to receive their prizes. With such engaging smiles it's small wonder they brightened up so many homes in Winnipeg—both with new bulbs and goodwill!

Left to right: Drivers Cyluk, Foster, Aitken, Ross and March.

Annual Event Again a Radiant Success

Beyond all doubt the Eaton drivers annual bulb sale is one of the "brightest" events on the store calendar. For one thing it brightens up hundreds of Winnipeg homes with badly needed new light bulbs. For another it's a boon to "those ambassadors of good will," (as our Eaton drivers were so aptly referred to by Mayor Coulter) because all drivers taking part receive commission on sales made, thus providing them with extra "folding money" to help out with their Christmas shopping.

Bigger'n Better'n Ever!

Discontinued during the war, this annual classic was resumed last year with over-whelming success. The 1947 sale held from September 1st to 15th again went sailing over the top.

A total of \$112.00 was awarded in special prizes, while other prize money exceeded \$700.00. Presentation of major awards was made by Mr. Edgar Adey, head of department electricals, in the absence from the city of Mr. Alex Hewish, group manager. Mr. W. B. Pickard also extended his congratulations personally to the men. * * *

At a get-together for those responsible for the management of the event, Mr. Alex Hewish expressed his thanks to the management and inspectors of the drivers for their valuable co-operation. Their enthusiasm, knowledge and experience, he said, had helped greatly in the smooth operation of this big event. The result had been a negligible number of errors and complaints. Another evidence of the Eaton spirit at work!

"IT'S A BOY!"

Three little words—but what a wealth of hopes and happiness and plans behind them! And so congratulations to Mr. W. L. Palk, merchandise office, and Mrs. Palk, upon the arrival of their first son—born Monday morning, October 20th.

As the picture shows, friendly conspirators "went to town" in decking Mr. Palk's office as a salute to the occasion.

Hugh Denison Palk, as he will probably be named ("But of course mothers always make the final decision," Mr. Palk reminded us) weighed in at 9 lbs. 1 oz.

Hugh has two sisters six and four years young—so he will be a bonny bundle for them to hold! Another stocking to hang by the fireplace, too!

"Hang up the baby's stocking;
Be sure you don't forget
The dear little dimpled darling!
He ne'er saw Christmas yet."



INSTALLATION BANQUET

**Junior Councillors and Junior Executives Receive Emblems for Season 1947-48.
Mr. W. G. B. Dailley, Staff Superintendent, Delivers Stirring Address
on "Merchandising as a Career"**

When those ambassadors of youth, the Junior Councillors and the Junior Executives, breezed into the grill room on Thursday evening, October 2nd for their installation, one onlooker was heard to remark: "Nowhere in Canada will you find a healthier, better looking and better behaved high school crowd than right here in Winnipeg!" His companion nodded approval: "You can say that again, I've been around a lot, too, and I think you have a good sample of Canada's finest youth right here in this room." (Calling joint chairmen Bill Norrie and Marilyn Chipman: when you read this, please rise and take a bow on behalf of your groups!—Ed.)

But getting back to the installation. Bill Norrie introduced Mr. A. R. Tucker, merchandise office, who welcomed the guests on behalf of The T. Eaton Company. "It was a pleasure," said Mr. Tucker, "to get younger opinions in the daily problems of a store. We hope that you will enjoy your association with us and will benefit by it," continued Mr. Tucker. It was a big organization and he urged the young people to keep their eyes open and minds open and to try and figure how things are done.

Introduced by Marilyn Chipman, Mr. W. L. Palk, merchandise office, presented the Junior Council pins to the girls. "The Company is proud of you," Mr. Palk told the girls, "and we hope that you, too, will be proud to wear the emblem of your council."

Presentation of the Junior Executive pins was then made by Mr. Tucker.

Bill Norrie followed with a word of appreciation for the efforts of Miss Audrey Heath and Mr. Tom Miller in behalf of both organizations.

"Merchandising as a Career"

Was the topic of a powerful address by Mr. W. G. B. Dailley, staff superintendent, as guest speaker. In his characteristic straight-from-the-shoulder style Mr. Dailley told his young listeners that they had been selected because they had shown indications of having leadership and ability. "Your schools have placed quite an obligation upon you," said he, "do not let them down."

Mr. Dailley stressed the opportunity before them to learn from an organization having nearly 40,000 employees—buying millions of dollars worth of goods yearly and having thousands of transactions daily. "We're public servants," declared the speaker, "and must never lose sight of that fact. You will wonder why things have been done certain ways. They are the suggestions and experience of thousands of our employees. Look for new ideas yourselves, realize the opportunity you have—don't be afraid to let us know what you think."

Seek a Career You'll Love—Not Like

Speaking from 40 years experience, Mr. Dailley urged each young person to be very careful in the selection of a career. "Seek a career you'll love, not merely like. **If you're prepared for a very strenuous life and can take the knocks and frowns—if you have the initiative, the best of health and love selling—then perhaps merchandising is your career!**

"The romance of merchandising is most fascinating, and for him who is prepared to work and can make the grade, the rewards are almost unlimited.

"There are only so many places on the ball team and those who want to get on it must get into training now."

Bill Norrie thanked Mr. Dailley for his inspirational address. He also thanked the Company for the banquet and spoke of the enjoyment of meeting together and the wealth of experience gained.

An interesting, enjoyable and profitable evening for all present!

RIISING TO THE OCCASION

"How much is this thermometer?"

"Seven and six, sir."

"Why, I got one just like it here a couple of days ago for five shillings."

"What time of the day did you buy it, sir?"

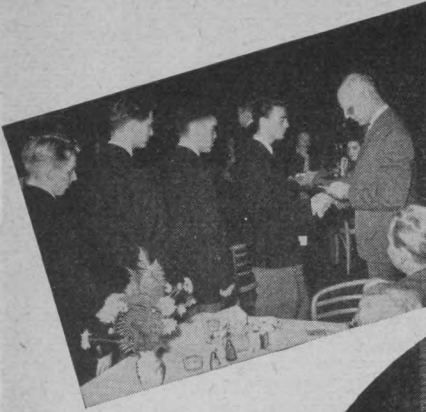
"About eight o'clock in the morning."

"Ah, well, you see, sir, it's twelve o'clock now; thermometers are always higher at noon."



Eaton Junior Council and Junior Executive Installation Season, 1947-48

"Youth, large, lusty, loving youth, full of grace, force, fascination. . . ."—Walt Whitman



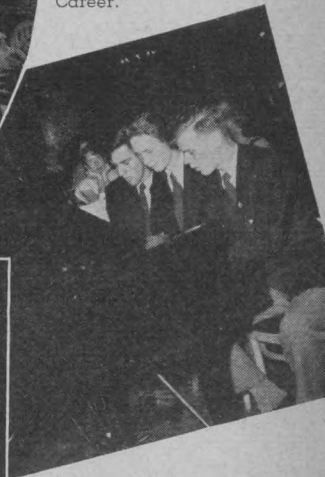
Top Row, Left—Mr. A. R. Tucker presents Junior Executive emblems to (left to right) Jack Thexton, Ken Main, Jack Marshall and Charlie McIntosh.



Top Row, Centre—Mr. W. L. Palk presents emblem of the Junior Council to Ruth Bauer. Charlotte Wellbrock is next in line.



Top Row, Right—A glimpse of the head table. Mr. W. G. B. Dailley, staff superintendent, delivers a straight-from-the-shoulder address on "Merchandising as a Career."



Centre Circle—Talk about the charm of youth! It would be hard to find more engaging smiles than these as joint chairmen Marilyn Chipman and Bill Norrie acknowledge their introduction to the gathering. At Marilyn's left Adam Beck (Winnipeg School Board) and Tom Miller look on admiringly.

Lower Row —Left: "Accordiana," by Anne Stewart, was enthusiastically applauded. Centre: More Junior Executives receive their official emblems from Mr. Tucker—left to right, Jerry Hutchinson, Les Cosman, Bruce Mathers, Dave Steele. Right: "Bumble Boogie"—or piano stylings as interpreted by Don Shannon, Will Vogan and Jim Berry. Only one thing wrong with this number—there wasn't enough of it. These lads have what it takes! That little gal with chin cupped in hands as she listens raptly, is Shelagh Thomas.



Top row and lower right are scenes from the dinner tendered Mr. Carpenter by the home furnishings heads. At left: The guest of honour with Mr. D. S. McKellar (right), chairman. In centre: Mr. Herb Cooper reads telegrams of felicitations to Mr. Carpenter. At right: "Close harmony" by B. Brown (Winnipeg), C. Butler (Brandon) and H. Magee (Toronto).

Lower Right—Mr. Carpenter (left) receives a fishing rod as a token of remembrance. Mr. Alex McPetridge makes the presentation. Chairman McKellar at right.

Lower Left—A glimpse of the home furnishings staff singing "For He's a Jolly Good Fellow," as Mr. Carpenter receives their gift in the assembly hall.

Mr. Frank Carpenter Honoured By All Ranks

Retires From Active Business After a Distinguished Career of 44 Years With the Company

Rudyard Kipling in his declaration as to what constitutes a man wrote: "... If you can walk with kings nor lose the common touch ... "

When Frank Carpenter, merchandise office representative for the sixth and seventh floors, announced his decision to retire from active business, Winnipeg store lost an outstanding Eatonian with a career stretching away back to June 23rd, 1903, or two years before the big store opened here.

More than that, we said farewell to a man who, down the years, won the respect and affection of all ranks by his great capacity for friendship.

A big-hearted, colourful man who never lost the "common touch." A chief who could administer a stiff dressing down on the one hand, but the next moment was ready to forgive and go to bat for the "culprit."

It was to such a man that tributes were paid in a round of farewell gatherings during October. The major occasions only, are mentioned here.

Tribute From Home Furnishings Heads

The first event honouring Mr. Carpenter was a complimentary dinner tendered him Wednesday evening, October 15th, by the heads of the home furnishings departments, Winnipeg and western stores, in the MacDonald Room of the Fort Garry Hotel. Mr. D. S. McKellar, supervisor of the furniture department, presided.

Those attending from outside of Winnipeg were: Messrs. G. Shellhorn, College Street

store, Harry McGee, Toronto; B. Quarrington, Hamilton buying office; Fred Andrews, Montreal; J. Morris, Vancouver; H. Stillwell, Calgary; J. Patterson, Edmonton; B. Seater, Red Deer; D. Milne, Lethbridge; H. Johnson, Medicine Hat; J. Brown, Saskatoon; H. Duncan, Moose Jaw; D. Norman, Regina; B. Blackman, Prince Albert; C. Butler, Brandon; G. Johnson, Port Arthur.

It was an informal gathering kept at a gay tempo, with old friends and new gathered to salute a well-loved figure.

Highlighting the programme was the presentation of a "super de luxe" fishing rod which, it is hoped, will help Mr. Carpenter to catch the biggest pickerel in the Winnipeg River. Mr. Alex McPetridge did the honours with typical heartiness.

Mr. Dale Stewart then told the gathering that Mr. Carpenter had bought vacuum cleaners for the Company from a pioneer maker 35 years ago. At this point the presentation of a vacuum cleaner, in the latest model, was made to Mr. Carpenter. The evening ended with the singing of "Auld Lang Syne" and "For He's a Jolly Good Fellow."

Home Furnishings' Staff Make Presentation

Mustering in the assembly hall on Thursday morning, October 16th, the staffs of the furniture and home furnishings departments said goodbye to the chief under whose direction they served for so many years.

Mr. W. (Billy) King, a veteran Eatonian, was chairman. They were assembled, said Mr. King, to pay tribute to Mr. Frank Carpenter, a man who enjoys the respect of everyone and who is now retiring from active business life.

Mr. King then called on Mr. Frank Page, a life-long business associate of Mr. Carpenter's who, on behalf of the gathering, presented Mr.

(Continued on Page Seventeen)



Mr. Frank Carpenter

40th ANNIVERSARY TRIBUTE

Mr. W. J. Keeler Presented with Painting

Presentation of a painting by the noted British artist, A. C. Leighton, was made to Mr. W. J. Keeler, supervisor of the merchandise display department, at a gathering of business associates in the assembly hall on September 25th, to honour Mr. Keeler's completion of 40 years with the Company. Mr. W. G. B. Dailley, staff superintendent, presided.

Called on to do the honours, Mr. R. S. McCordick, general manager, briefly outlined Mr. Keeler's career. "You have made a name for yourself and the Company," said Mr. McCordick, "from many parts of Canada and the United States we have repeatedly heard that our window displays are outstanding."

Congratulatory telegrams were received from all over the Dominion. Some of these were read to Mr. Keeler "as a slight indication of what Eatonians think of you," said Mr. Dailley.

Early Indications—Born at Mitchell, Ontario, William J. Keeler showed a decided flair for display artistry when selling goods and arranging displays in his father's general store at Hespeler, Ont. Recognizing "Willie's" ability, his dad packed him off to New York to take a course in display and sign work. Here he was later selected from his class for a job of display and ticket writing in Montgomery, Alabama, and later in Jacksonville, Florida.

Guelph, Ont., was next, where he spent four years before coming to Eaton's. Joining the Company on August 26th, 1907, Mr. Keeler spent 8½ years with the draperies and the last 31½ years with the merchandise display, where he rose to the rank of supervisor.

Mr. and Mrs. Keeler have two daughters, Mrs. Yvonne Whitehead and Mrs. Vivian Mathieson. Apart from his work, Mr. Keeler has travelled widely over two continents, likes exploring by car, also hunting and a spot of fishing.

"Never a Dull Moment"

But display work is nearest his heart. Says he: "No more interesting work throughout the store could be imagined than display! Why? Because all departments are covered at one time or another. This brings so many interesting variations to the work that one is never idle or bored. For example: We work on Christmas activities in June and Spring promotions in December—truly, there's never a dull moment!"

* * *

In a note to Contacts, Mr. Keeler says: "Please express my sincere thanks to those who made it possible for me to be the owner of a beautiful painting by Leighton. I have been familiar with, and have greatly admired his work for many years."

Mr. Keeler also asks that his appreciation be expressed to all who sent congratulatory letters and telegrams on this special occasion. "These messages were gratefully received and will be referred to with pleasure during the years to come."

Mr. Frank Carpenter Honoured

(Continued from Page Sixteen)

Carpenter with a gladstone bag in pigskin leather (and what a beauty!) with "the hope of everyone of us that you may enjoy good health and happy years ahead."

A Difficult Moment

It was a difficult moment for Mr. Carpenter. Swallowing a lump in his throat, he said: "I thank you all for your loyalty to me while I've been in Winnipeg. It's been grand to know you and I'm sorry to leave you." Three ringing cheers and a "tiger" ended this brief ceremony, then old and young lined up to grasp Mr. Carpenter's hand in a farewell salute.

* * *

Frank Carpenter was born in Ludlow, Shropshire. Apprenticed to the grocery trade, he got "fed up" weighing sugar and came to Canada. He joined Eaton's, Toronto, in June, 1903, and the first job they gave him was weighing sugar in the grocery department.

Subsequently he got into the home furnishings and rose to managerial rank. After some years

with Montreal store, Mr. Carpenter came to Winnipeg in 1924. Here he was for many years representative of the merchandise office in supervising the furniture and home furnishings departments. Latterly he was appointed to the merchandise office as representative for the sixth and seventh floors.

A public-spirited citizen and champion of every great cause, during the war Mr. Carpenter, despite the loss of his only son at Dieppe, lent his talents and energy to Victory Bond drives, the Red Cross (of which he is Manitoba chairman of disaster relief) and the Patriotic Salvage. He has also been active in the Chinese War Relief and the Greek War Relief, holding an official testimonial of appreciation from the Chinese government.

In short, Frank Carpenter is a man who will never call it a day and fold his hands. For that reason we understand that a number of philanthropic and other causes are already seeking him.

At present he's enjoying Manitoba's prolonged "summer" at his "Belle Acres" home on the Winnipeg River. Here's hoping that new fishing rod is bringing results!



Mr. Keeler admires his gift—a painting by the noted British artist, Leighton.



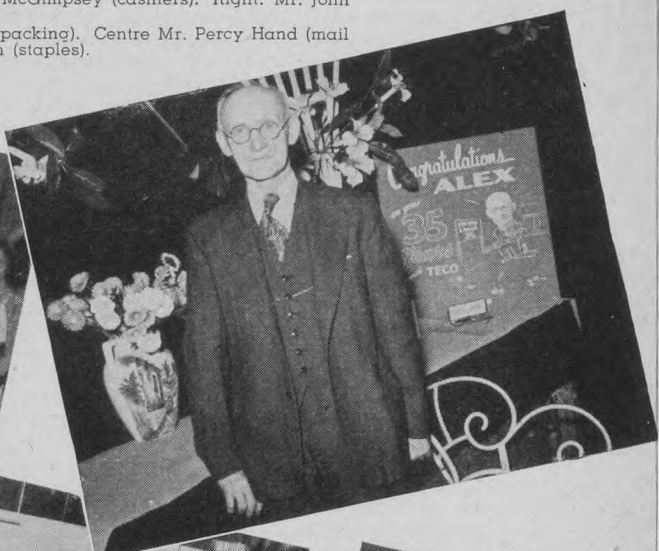
"Class of 1912"

Top Row—Left: Mr. Bill Cooke (drivers), Centre: Mr. Ralph English (drivers), Right: Mr. George Scullion (drivers).

Second Row—Left: Mr. James Fletcher (left) with Mr. P. Ross and Mrs. Fletcher, Right: Mr. Alex Bewick (china).

Third Row—Centre: Presentation to Miss Jean McGimpsey (cashiers), Right: Mr. John Keane (mail order packing).

Lower Row—Left Mr. Edgar Thorp (mail order packing), Centre Mr. Percy Hand (mail order packing), Right: Mr. Edward Graydon (staples).



"CLASS OF 1912"

Thirty-fifth anniversaries continue to mount and mount! On facing page and elsewhere are the photographs of those Eatonians who completed 35 years with the Company between September 20th and October 17th. Those occurring later in October will be published in Contacts of December 1st. Meanwhile, congratulations to the class of 1912. Your alma mater is the largest organization of its kind in the British Empire and certainly one of the greatest!

JOHN P. KEANE • EDGAR THORP • PERCY W. HAND

(ALL THREE FROM MAIL ORDER PACKING)

Late in September, these three Eatonians and veterans of World War I each completed 35 years with the Company. It speaks well for the men themselves, as well as for "122," that their entire service was spent with the one department.

John Patrick Keane was born in Dunmanwy, County Cork, Ireland, and joined Eaton's September 20th, 1912. Served in World War I as a gunner in the 37th Field Artillery. Married, having two daughters, Jean and Marge, and a son, John. "John's other life"—to use a play on words—is his garden. Says he: "I like to be with the flowers."

Edgar Thorp—A Stalybridge, Cheshire, Englishman, Mr. Thorp became an Eatonian on September 23rd. Served with the 27th City of Winnipeg Batt. in World War I and was wounded at Cambrai in October, 1918. Edgar is another of those eligible bachelors, girls.

Percy William Hand. Born at Marylebone, London, England—Percy also joined Eaton's on September 23rd. During the first World War he served in France and Belgium with the 52nd Batt. Married, he has a son and daughter, both married. Mr. Hand is also a gardening enthusiast.

Anniversary congratulations to these two-way veterans!

WILLIAM E. (Bill) COOKE

Before a large gathering of his fellow-drivers, William Edgar—better known as "Bill"—Cooke, was presented with a mantel radio on the morning of September 24th, in honour of his 35th anniversary with Eaton's. Mr. Jeff Douglas did the honours on behalf of the drivers. He also read a wire of congratulations to Mr. Cooke from boss Clayton Tucker. Mr. W. B. Pickard spoke a few words in praise of Bill Cooke's splendid record. "I knew his father before him," said Mr. Pickard, "he was also a fine worker."

Bill Cooke was born in La Chute, Quebec. Spent eight years with city despatch before joining the drivers. Served his country in World War I with 27th Batt. and 2nd Machine Gun. Single (we can't understand why, girls), likes canoeing and amateur photography.

RALPH ENGLISH

"Thanks—you're a swell bunch of guys." Beneath these few simple words there was a wealth of feeling as Ralph English stood before his fellow drivers on a September morn — the 25th — and Ralph's 35th anniversary with Eaton's. The thanks were for a mantel radio with which Ralph was presented by Mr. Jeff Douglas, first assistant, on behalf of the drivers. Mr. Douglas also read a telegram of congratulations to Ralph from Mr. Tucker who was then in Toronto.

Mr. W. B. Pickard added the Company's thanks to Ralph for a job well and faithfully done.

A Northumberland Englishman, Ralph served as a gunner in World War I. He has three sons, two of whom served in World War II. One son, Tom, is with the basement fruits.

GEORGE B. SCULLION

An Eaton driver ever since he joined the Company, George Scullion celebrated his 35th anniversary on October 11th. On behalf of the staff, Mr. Clayton Tucker, supervisor, spoke of George's fine record and thanked him on behalf of the Company, for 35 years of faithful, courteous, efficient service and safe-driving.

Mr. Scullion was then presented with a handsome clock, the gift of his fellow drivers. Aberdeen-born, George Scullion served in World War I, 1914-1919. Almost rivalling Eddie Cantor, he has four daughters, Margaret, Lily, Georgina and Gertrude. Likes gardening.

MISS JEAN McGIMPSEY

On the completion of her 35 years with the Company, October 8th, Miss Jean McGimpsey (cashiers) was presented with a gold watch by Mr. L. E. Summers (supervisor), on behalf of the girls and boys of the department. One of the first to congratulate Miss McGimpsey was Mr. W. G. B. Dailley (staff superintendent) who expressed the Company's appreciation for her faithful and continuous service throughout the years.

Jean McGimpsey was born in Newtonards, County Down, Ireland, and still retains her silvery brogue. An efficient and dependable cashier, Miss McGimpsey's long experience is valued in the training of junior members of the department. We wish Jean many happy returns and may she have continued health and happiness in the coming years.

CECIL W. BRADSHAW (Supervisor Self-Serve Fashions)



Presentation of a beautifully designed coffee table was made to Mr. Cecil Bradshaw on Saturday, October 11th, as a token of affection from his staff. The occasion was Mr. Bradshaw's 35th anniversary with the Company (which actually was the next day, Sunday, October 12th). Mr. Jack Baker (head of department) did the honours.

Mr. Bradshaw thanked his staff for their lovely gift, as well as for their co-operation over the years. The staff were also the guests of Mr. and Mrs. Bradshaw at an at-home held during the weekend.

A Torontonion, Cecil Walker Bradshaw started with the men's furnishings. A long merchandising career followed during which he rose to the rank of supervisor. Mr. Bradshaw spent some years with the dresses, millinery and jewellery and for the past 15 years has been supervisor of that busy shopping centre for women, the self-serve.

During World War I he enlisted with the 76 Batt. and served overseas. Mr. and Mrs. Bradshaw have one daughter, Shirley, who is on the teaching staff of United Colleges. In his younger days "Brad"

was "some punkins" in amateur theatricals and impersonations. Today, however, our hero likes a spot of golf, motor tripping or just puttering around the garden. Anniversary congratulations from a legion of friends!

"Class of 1912"

EDWARD P. J. GRAYDON

A veteran of two wars, Mr. Edward Graydon (staples department) completed 35 years with the Company on September 21st. As he was away on holidays on his anniversary day, Mr. Graydon's associates had to postpone their congratulations.

On his return the staff presented Ed with a fine set of golf clubs to mark this important milestone of service.

Edward Patrick John Graydon was born in Dublin, Ireland. He started with Eaton's in the paint department and before joining the staples served in various departments including the yard goods, silks, mail order packing, employment and western buying offices. He has also assisted Mr. S. H. Williams in charge of Christmas bazaars.

Mr. Graydon served overseas in World War I with the 20th Batt., and in charge of transport, artillery. Enlisting in World War II he held the rank of staff sergeant.

A widower, he has one son, Edward Charles, and a daughter, Maureen Margaret, at the university. The late Mrs. Graydon was Margaret Commolly, grocery department. A genial, kindly Irishman, never without a bit of the blarney, Ed Graydon likes to golf and garden in his leisure hours.

"Class of 1912"

ALEXANDER BEWICK

Mr. Alexander Bewick joined Eaton's 35 years ago on September 18th, 1912, and started working in the dispatch department. He was with that department approximately five years, then transferred over to the china of which department he has been a member for the past 30 years. Mr. Bewick, a widower, was born in Halbeath, Scotland, and still retains his Scottish tongue. He has three sons, George, Jim and Jack, and one daughter, Gloria, with whom he stays. George (of the genial grin) is with the basement store, and Jim with the men's furnishings. In his spare time Mr. Bewick is a devotee of lawn bowling and he is a very good one, too, we hear.

As a token of remembrance, Mr. Vic Dancer (head of department) presented Mr. Bewick with a Parker "51" pen and pencil set on behalf of the department.

MISS JOHANN MacARTHUR

Thursday, October 2nd was a very happy day for Miss Johann MacArthur, having reached her 30th anniversary with the store—all spent with the drapery department.

Johann had been on the sick list and was away for three months, but she has since returned, bright and smiling as usual.

The girls and boys of the department gathered around Miss MacArthur on the morning of her anniversary and pinned on her dress a beautiful corsage of red roses. She was then presented with a lovely piece of Coalport china. A host of friends from around the store paid their respects to Johann and extended their best wishes for many, many more happy years.



"Class of 1912"

MR. WILLIAM HODGSON

The office of Mr. William Hodgson (supervisor of the meats), resembled a corner in some luxurious club when Contacts dropped around on Friday morning, October 17th. It was Mr. Hodgson's 35th anniversary with Eaton's. Most of the space was taken up by a big wing-back easy chair of inviting softness.

On Mr. Hodgson's desk reposed a gorgeous bouquet, an ash tray and a fat cigar (fire inspectors' note: unlighted). Also standing on the desk was a large card of congratulations whose central motif was a cartoon of Mr. Hodgson with one arm thrown affectionately over the horns of a bewildered looking bull. Could it be that the bull's name was "Dilemma?" Anyway Mr. Hodgson was a very, very busy man last month.

The easy chair was a gift of remembrance from the meat department and for good measure there was a Parker "51" pen and pencil set. Presentations were made by Mr. M. J. Morrow, head of department, and Miss Nona Carruthers.

Born in Sunnyside, Durham County, England, Mr. Hodgson's entire Eaton service has been spent with the meat department. He served overseas in World War I with the 61st Batt. and was wounded at Vimy Ridge. Mr. Hodgson enjoys travelling and meeting people. His keen sense of humour and fine tenor voice can always be depended upon to liven up any gathering that threatens to become static.

Mrs. Hodgson was Mrs. Marian Hall, sister of the late Mr. Tommy Swann, superintendent of Calgary store. Her son, Gil Roy Hall, is first assistant in the women's coats and suits department.



Mr. Hodgson smiles his delight as Miss Carruthers presents a Parker "51" outfit.

"Class of 1912"

JAMES FLETCHER

A delightful evening was spent at the Homestead on Wednesday, October 8th, in honour of Mr. James Fletcher (grocery packing) who was celebrating his 35th anniversary with the Company. After an enjoyable dinner, Mr. P. Ross introduced the guests of honour after which Mr. Gordon Douglass, head of department, presented Jimmy with a Cogswell chair from his fellow workers and friends. Mrs. Fletcher, his good wife, shared honours when she was presented with a lovely corsage and a bouquet of flowers. Community singing followed led by Carl Johnson, accompanied by Lorne Walsh with his piano accordion. In conclusion, Mr. Alf Saunders thanked the chairman and all who had helped in making the evening a big success.

Formerly a grocery clerk in Belfast, James Fletcher came out to Canada from County Antrim in 1912 and started with Eaton's in the grocery department.

He left a beautiful young colleen in Ireland but she followed him out and they were married in Winnipeg in 1913. They have four of a family, three now married and one teaching school. In his leisure Jimmy is very fond of gardening.

MRS. LOLLIE THOMAS

"Many Happy Returns" to Mrs. Lollie Thomas (drug factory) who, on October 9th, celebrated 30 happy years with Eaton's. In the picture, Mrs. Thomas is seen receiving the congratulations of her chief, Mr. Claude Botting.

The popular Mrs. Thomas received a lovely handbag and a number of individual gifts as her anniversary "loot."



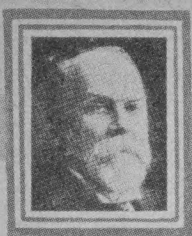
MISS CONSTANCE BAYLES

On October 9th congratulations were showered on Miss Connie Bayles who had completed 30 years of faithful service. Her fellow employees in the mail order cash department remembered her anniversary by presenting her with an armchair, a beautiful leather Praise book, and numerous other gifts.

Connie, very well known and well-liked by her fellow workers, is quiet and unassuming and holds a high place in the affections of the girls with whom she works.

One of the first to extend greetings was our staff superintendent, Mr. W. G. B. Dailley (as seen in picture).





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club

MATTHEW J. MORROW

The celebration of Mr. Morrow's Quarter Century on October 3rd clears up a mystery. Why should a man with two biblical-sounding names like Matthew and James be known as "George"?

Mr. Morrow explains that he was born at Newcastle-on-Tyne where it seems that the name "Geordie" is a local nickname for all and sundry. From Geordie we get the more dignified "George." Anyway Matthew James Morrow it is, and he started with Eaton's meat department back in 1922.

On the opening of Brandon store in 1925 he was transferred to the Wheat City, returning to Winnipeg a year later. In 1929 at the age of 26, Mr. Morrow was transferred to Calgary, where he remained until February, 1943. He then came back to Winnipeg store as head of department in the meats. Mrs. Morrow was Miss Edith Grace Poole, a cashier in our Brandon groceteria when Matthew (or George) popped the question. They have two sons, Donald and Terry.

Mr. Morrow's Quarter-Century day happened during a strenuous period but the staff managed to tie our hero down long enough to make a presentation. A bouquet of roses was sent to Mrs. Morrow so that she might share in this happy event.

On behalf of all the gang, Mr. Morrow was presented with an opulent looking pen and pencil set. He was also decked with a wreath of fragrant weiners, while Miss Nona Carruthers managed to pin a rose in his buttonhole. Congratulations, Mr. Morrow, from a wide circle of friends in Winnipeg, Brandon and Calgary.



Top picture: Miss Nona Carruthers pins a rose in Mr. Morrow's buttonhole.

Lower picture shows Mr. Morrow being presented with a Quarter-Century gift by Mr. Les Kirbyson on behalf of the meats.





Top Right—Miss Kerr receives a token of appreciation from the Assistants Association, presented by Mr. Harry Craik.
Lower Left—Eatonians know how to smile—even at breakfast time! Lower right: Miss Kerr thanks the gathering.

MISS KATHREN M. KERR

Kathren M. Kerr, who presides over the educational office, has trained thousands of Eatonians, taught them selling principles and self-development, was honoured with two presentations on October 3rd—her quarter-century anniversary with Eaton's.

A happy and memorable day for Miss Kerr, it started with a breakfast party in the grill room tendered her by the employment, educational and welfare offices. Mr. W. G. B. Dailley, staff superintendent, presided. Mr. Dailley stressed the happy faculty Miss Kerr has of getting along with people.

He spoke of her poise, her kindly dignity, friendliness and ever-present smile as an example to all.

"You never hear words of criticism directed at Miss Kerr, only words of praise. And," declared our staff superintendent, "you only get that kind of a reputation by doing what you think is right and helping those who come to you for assistance." Then on behalf of the Company, Mr. Dailley thanked Miss Kerr for 25 years of loyalty and efficiency and presented her with a beautifully designed coffee table on behalf of the gathering.

"One of the priceless things about our organization," said Miss Kerr, in expressing her thanks, "is that we mark special occasions like this and they live on with us as treasured memories." She added that there is "a great bond between Eatonians everywhere" and told of just returning from Port Arthur store, where a number of former Winnipeg Eatonians and old friends had presented her with a quarter-century memento ere she left the lakehead.

Tribute From Assistants Association

When Miss Kerr returned to her office she was called into the conference room where members of the Assistants Association executive were in session.

Here another presentation was made to our educational director. On behalf of the assistants, Mr. Harry Craik asked Miss Kerr to accept a document case with matching writing case.

This exquisite set, designed in rich tan calfskin, made Miss Kerr's face light up with a happy smile. It was a slight token of the assistants' appreciation of Miss Kerr's helpfulness and splendid co-operation with the association over the years, said Mr. Craik.

Kathren Marguerite Kerr was born in San Francisco, Calif., starting with Eaton's on October 3rd, 1922. After a brief term in the mail order with the late Mr. Henry Everett; also in 173 and 161 departments, and the Eaton Life Assurance office, Miss Kerr joined the employment and educational offices where she has spent 24 years of her quarter century. Apart from her work she enjoys keeping in touch with a wide circle of friends scattered over Canada and the United States. She is also interested in sketching and handicraft. But her work is always uppermost. Says Miss Kerr:

"My work is a challenge that I enjoy. Experience gathered on the employment end for nearly half of my 24 years with this branch of the service has proved a valuable background. I appreciate the opportunity the Company has given me to develop and use the ability I have. I am deeply grateful for the leadership of those under whom I have worked, and for those under whom I work now."

A Whole Bouquet of Orchids!

Will All Concerned Please Take a Bow?

"Gentlemen:

"May I take the opportunity to express the appreciation of Mrs. Lidster and myself for the very fine service rendered by your store during the last month in connection with obtaining gowns, etc., for my daughter's wedding. May I particularly mention the very fine service rendered by Miss W. Blocher, Miss Heath, Mrs. Wells of the dress department, Miss Stabell of the alterations department, and also Mrs. Norah Horton and Mrs. Thompson of the millinery department. We should also like to mention Miss Margaret Davies in the bakery department."



The Basement 5¢ to \$2.00 Shopping Centre Achieves a Complete Transformation . . .

The changes effected bring this busy department into the tempo of modernization. The 12 circles of the display bases are recessed and lighted display bases. The display cases are foam grey with terra cotta trim. The

WHAT'S GOING ON

Ultra Smart Spots Here and There in the

Eaton's, like all leading stores, goes ever forward to meet the newest trends in retailing. **SERVICE** to customers. The transformations or new additions pictured here

THE NEW BABY GIFT SHOP

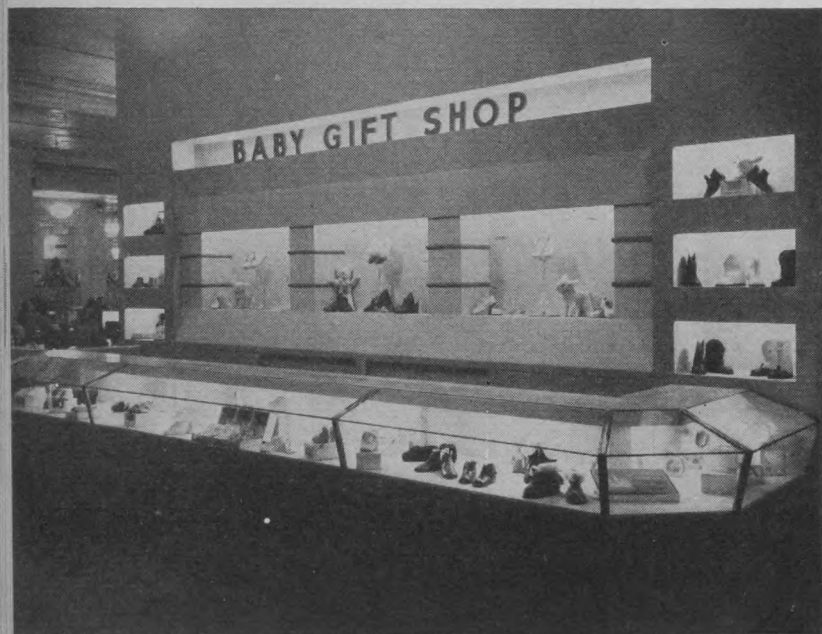
(Fifth Floor at Donald Elevators)

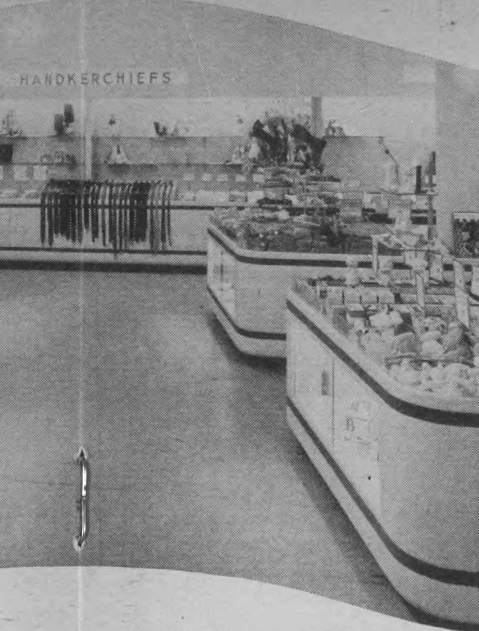
Ah! here's a charming little spot where doting grandmothers and fond aunts will love to linger! Completely designed in soft baby blue colour, it has sloping glass and chromium display cases and fluorescent lighted recessed heads—making inspection so easy! And here you'll find cuddly gift slippers for the newest little stranger—"loafers"—fleece white shearling-lined slippers to warm the tiny pink toes of toddlers and what have you!

THE NEW FOODATERIA C

This is a tower-like fixture of glistening chrome heaped high with a bewildering variety of goodies from the oven cakes and mouth-watering pies to the small boy's dream come true!

As you can see from the picture, this fixture displays a multitude of good things in a way that makes the aisle a new self-serve bread counter.





ing this busy department right up to the newest
The 12 circles are modelled on fluid lines with
display bases. The colour scheme is cool sea
otta trim. The counters are lower and not as

deep—easier for reaching the merchandise. Lucite dividers also add
convenience. Each end of the department has recessed backgrounds
in apple green colour. Concealed lighting enhances the ever-changing
display. Wider aisles add a crowning touch of shopping comfort.

ON AROUND HERE?

ere in the Big Store You'll Enjoy Visiting

ewest trends in beauty of fixtures, in convenience, comfort, and above all in
ctured here are a credit to the Eaton artisans who designed and built them.

DATERIA CAKE COUNTER

e of glistening crystal and chromium plate
dering variety of scrumptious buns, fresh-
outh-watering pastries—here you have a
el

picture, this fixture is designed to display
n a way that makes selection easy. Across
bread counter.

"TEA-HOUR CONFECTIONS" (Main Floor at Donald Elevators)

Designed to help the little woman hurrying homeward after a spot
of shopping. Even if it's too late to whip up a cake before supper, she
can choose one at this inviting new spot. You'll like its clean, brisk,
apple green colour, with the new type of sloping display case that
makes selection quick and easy.

Here Mrs. Winnipeg can select a luscious butterscotch pie, for ex-
ample, a chocolate cake or "tea-time dainties," all baked in the
domestic science kitchen. A dozen different varieties of bread, too!



MISS ANN GUINAN

A joint dinner in honour of Miss Ann Guinan was held by departments 113, 118A and 122 in the Mikado Room of Moore's Restaurant on October 10th, 1947, the occasion being Miss Guinan's entry into the Quarter-Century Club. On behalf of her 35 friends present, Miss Simmons (department 122) made a presentation of matching housecoat, negligee and slippers to the guest of honour, with the good wishes for her future happiness and continued service with the Company.

On her eventful day, October 16th, Miss Guinan was welcomed into the department with a fully laden desk of beautiful gifts crowned by a lovely cedar chest as the special gift of departments 118A, 118, 113 and 122.

Born in St. Thomas, North Dakota, Ann Margaret Guinan has spent most of her life in Canada. She joined the Company in 1922 in the mail order packing. During recent years she has been the popular contact with our order offices and general service adjustments.

Throughout the day there was a constant stream of well-wishers to her desk, paying tribute to the esteem in which she is held by all who come in contact with her in her daily work. Good luck, Ann, and long may you be with us! In short, loads of "loot" and loads of good wishes for a very popular gal! May Ann enjoy to the full that eagerly planned trip to sunny California next year!



Happy "birthday" to you! Miss Guinan seated beside her gaily decked desk.



JOHN SWANN

Born at Randalstown, County Antrim, and a brother of that beloved and well known Eatonian, the late Mr. Tommy Swann, former superintendent of Calgary store, Mr. John Swann, mail order staples, celebrated his quarter century with the Company on October 10th. Mr. Hancock, on behalf of the department presented Jack, as he is affectionately known, with an armchair and to Mrs. Swann went a lovely bouquet of roses. Actually Mr. Swann was an Eatonian away back in 1909 when he served with the elevators' and electricians' department.

Leaving the Company, he farmed and railroaded for some years, returning to Eaton's in 1922. Binder canvas and heavy hardware were his duties on rejoining and for the past 20 years he has been with the mail order staples.

A racing pigeon and canary fancier, Mr. Swann is also a great lover of dogs.

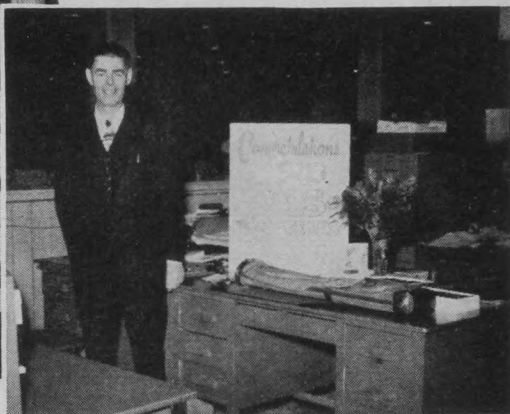
He has seven children—four daughters and three sons—this adds up to 13 grandchildren which latter, we can well imagine are his most favorite hobby of all!

DORA MARSHALL (Mail Order Copying)

"Going to the park and watching the bears—horse-racing—talking—knitting diamond socks"—such were the whimsical replies this young lady scribbled on a note to Contacts when we asked for the "story of her life." The occasion was Dora's quarter-century with Eaton's on October 9th. It was quite an occasion, too. Miss Marshall's co-workers joined in presenting her with a lovely handbag and there were also individual remembrances to mark this important milestone.

Dora Ceceilia Beatrice Marshall was born in London, England. Her family settled in Winnipeg when Dora was a babe in arms. She grew up in the 'Peg, went to St. James Collegiate and then joined Eaton's. Her dad was an Eatonian, too—23 years with the printing plant.

Besides "watching the bears" Dora loves golf and is a member of both Eaton's and the Charleswood Club. "What, no photograph?" we asked. "Nope!" Dora sweetly but firmly declined. Oh well, maybe we'll catch you on your "35th"—meanwhile congratulations!



Left: Mr. Johnny McNiven (toys). Right: Mr. Syd Gerrard (postal, railway, etc.)

JOHN McNIVEN

First assistant toys, mail order, Mr. John McNiven (Johnny to his host of friends) completed 25 years with Eaton's on October 11th. Arriving at his desk that morning, Johnny found it gaily decked for the occasion and many friends waiting to congratulate his entry into the Quarter-Century Club. Presentation of an Argus camera was made to Mr. McNiven by Mr. Fred McKenzie (head of department) on behalf of the staff. The main festivities, however, were held the previous evening when Johnny was guest of honour at a dinner held by the department at the Blackstone. It was a gay evening for Johnny to tuck away in his book of memories—ending with a house party at Jimmy Carson's.

Winnipeg born, John McNiven started in the mail order books and stationery. Subsequently with the sporting goods, city and mail for 19 years, and finally to mail order toys as assistant manager. Married an Eatonian—the former Alice Pullar (mail order drugs). They have one son, Johnny, Junior.

Johnny has two fascinating hobbies apart from his work—philately* and collecting old firearms.

* O.K., if you insist—stamp collecting.

SYDNEY GERRARD

Saturday, October 11th was a gala day for Sydney Gerrard, of 118A department, when he celebrated his 25th anniversary with The T. Eaton Company.

Syd was born in Dublin, Ireland, and came to Canada with his parents at the age of seven. They settled in Winnipeg and lived in the shadow of Eaton's. His boyhood ambition was to some day work for the Company. Syd's dream came true when in 1922 he finally started to work in the mail order exchange, where he remained for three years. He was then transferred to 118 adjusting where he has been since that time.

In his present position he is associated with the post office and railway transportation departments.

Syd is very active in all sports specializing in bowling. He served many years as secretary of Eaton's bowling league and did a fine job of work. Fond of music, he can also amuse himself at the piano.

Married the former Leona Cranen of old 114 department, and they have two children, John and Mary.

A number of his business associates surprised Mr. Gerrard by calling at his home on the eve of his anniversary and presenting him with golf clubs in honour of his joining the Quarter-Century Club.

On Syd's "big day" he arrived with his usual engaging smile and found his desk laden with individual gifts from his many friends while 118 and 118A departments presented him with a handsome golf bag. Mr. Gerrard finds his work intricate but most interesting. Said he, "I'm certainly glad to be an Eatonian."

MAKE FRIENDS WITH CHILDREN

Are you making friends with the little Johnnies? And what about Johnny's mother and father?

Take time out to analyze yourself and those who work with you, to make up your store's personality.

Meet and greet the people who are your customers.

Breathe personality into your store. Do not forget that friendliness and courtesy are still the most profitable things you can "sell."

Remember, your role is to satisfy as well as sell. That your job is to please customers so that they will come again.

The little boy today who asks for a glass of water . . . may some day get his change from a twenty dollar bill. The lady who asks a small favor . . . may have been refused it across the street. If you grant it . . . a customer may be won.

Your store (and every store) should make people feel friendly toward you. If you can maintain that feeling of confidence and friendliness . . . if you make people like you and want to do business with you . . . then you have developed a store "personality" which will pay dividends and leave a feeling of satisfaction in your heart.



The larger picture shows Les Croft seated at his desk after the presentation. To add a bit of glamour, the camera man "roped" in this charming foursome of the merchandise office staff who happened to be nearby.

At Right—Mr. Croft receives a gift from the assistants—presented by Mr. Harry Craik.



Mr. Leslie Croft

One of the proudest and happiest events in the career of an Eatonian is the day he becomes a member of the Quarter-Century Club. First comes the presentation of his quarter-century watch and framed certificate of membership from the Company. Then follows the delightful custom of gift-giving the hand-clasps of friends old and new, the messages of congratulations from afar—the surprise party, the roses of remembrance for friend wife. Truly an occasion to tuck away in one's book of memories!

And such was the experience of Mr. Leslie Croft, secretary to the merchandise office, who completed 25 years with the Company on October 19th. This date being a Sunday, Mr. Croft's Quarter-Century was observed on Saturday, the 18th.

Arriving at his desk, which was gaily decked for the occasion, our hero was greeted by Mr. R. M. Pinfold, assistant general manager. On behalf of the executive offices and merchandise office staff, Mr. Pinfold extended congratulations and thanked Mr. Croft for his fine co-operation and loyalty. Presentation of a leather golf bag (so handsome any movie magnate would be proud to carry it!) was then made by Mr. Pinfold.

Voicing his thanks, Mr. Croft said that his entire 25 years with Eaton's had been a pleasure. The last ten years spent with the city merchandise office, however, had been particularly happy ones because here he had broadened his experience, his knowledge of the Company, and its policy.

He also expressed the thanks of Mrs. Croft for the lovely bouquet of roses sent to her on this happy occasion.

Later in the morning Les, as he is better known to all his fellow members in the assistants association, was honoured with the presentation of a beautiful mirror to hang over his fireplace. Mr. Harry Craik, president of the assistants association, did the honours. Mr. Craik thanked Les for the fine job of work he has done as secretary of the association over the years.

Twenty-Eight

Presented with Golf Clubs

On Friday evening, October 17th, a dinner was held at Moore's in honour of Les Croft by a group of men friends around the store and mail order. Mr. Harry Craik, an old friend and associate of the guest of honour, presided.

It was an informal affair with plenty of sparkling wit and friendly ribbing around the festive board. On behalf of the gathering, Mr. A. H. Young, mail order superintendent, presented Les with a set of matched irons. These shining new golf tools were concealed behind a large shovel (the latter to be used in desperation, no doubt).

Leslie Croft was born near Leeds, England. Coming to Eaton's on October 19th, 1922, he has gained a wide experience in the store's system by working with such departments as the parcelling, cash, telegraphs, transfer, sales, employment and merchandise offices.

Mrs. Croft was Miss Muriel Scanlan, a former Eatonian and they have two young daughters.

One of our youngest QC's, in his leisure hours Les enjoys such activities as golf, duck shooting, amateur radio, woodworking, etc.

Congratulations and many happy returns from a legion of friends!

Correction

In listing service committee personnel in October Contacts, the name of **Mr. Bruce McGregor** was omitted. We know that Bruce doesn't mind, but just to keep the record straight, Contacts publishes the correction. Sorry Bruce!

George Berry, Pioneer Lumberman, Retires

"Hail, hail, the gang's all here"—a bang-up surprise party was held at the home of Mr. George Berry (hardware) on Friday evening, October 10th, to honour Mr. Berry on the occasion of his retirement after 28 years with Eaton's. Practically the whole department, and also an old friend and ex-boss Mr. H. D. Macnamara attended. A delightful evening of dancing, singing and informal photography was enjoyed by all. Mr. W. L. Cable (supervisor) presented Mr. Berry with a gladstone bag, and Mrs. Berry with a bouquet of red roses, and wished them Godspeed and a long life of health and happiness.

A shrewd, big-hearted lad from Lancashire, George Berry has spent a lifetime in the lumber business. He once worked in logging camps and before joining Eaton's lumber section, he was a foreman with the Rat Portage Lumber Company. George is a great lover of race horses and is a member of the Manitoba Jockey Club. Happy days ahead in your well earned rest, old-timer!



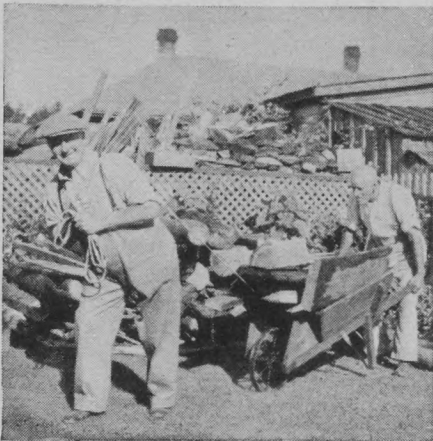
At Left—Everybody had fun as well as George.

At Right—Mr. and Mrs. Berry were surprised and delighted.



Driftwood and Dreaming!

(Not to Mention Growing Your Own Apples, Pears and Plums)



Putting their backs into it (or at least pretending to) are two Eaton old-timers, now gentlemen in retirement—Mr. Joe Dancy (left of picture), formerly china packing, and Percy Rowland, formerly mail order packing. Mr. Dancy now resides in Red Deer, Alta., but the picture was taken while he was holidaying at Esquimalt, B.C., this summer.

Here he spent a month with Percy Rowland. Percy lives two minutes from the shore where every morning he collects driftwood. He also has a garden with apples, pears and plums. (Not a hard life, if you ask us!) For many years Mr. Dancy did a matchless job of pinch-hitting for Santa Claus. There's a nostalgic note in his comment:

"I can just imagine you at Winnipeg at this time, planning that great and glorious event—Santa Claus' Parade! You will all be greatly in my mind from now on and I will be able to follow it all as the time goes by. 'Let old acquaintance be forgot; this cannot happen with me, it was and has meant so much to me.'"

Farewell Presentation to Lawrence McFadyen

Twenty-Nine Years with Eaton's

The friendly smile of Lawrence McFadyen (receiving) will be missed around the "yard" both by fellow workers and the constant stream of truck drivers and suppliers who call at Eaton's every working day. Lawrence retired last month and joined the "Eaton colony" at the west coast. He has bought a home at Victoria and hopes that in the gentler clime, his wife's health will improve.

Glasgow-born, Mr. McFadyen joined Eaton's 29 years ago. As a token of remembrance, Mr. Dan Galbraith, head of department, presented him with a mantel radio from his fellow workers. Best of luck, old-timer!



Mr. McFadyen (right) and his chief, Mr. D. Galbraith.



Mr. and Mrs. Saunders



Mrs. Tkochuk



Mr. and Mrs. Firth

"And So They Were Married"

Saunders-McBryde

The marriage of Doris Hart McBryde, daughter of Mr. and Mrs. T. P. McBryde, and Wilfred Saunders, son of Mr. and Mrs. W. A. Saunders, was solemnized in a double-ring ceremony September 15th at 7:30 p.m. in First Presbyterian Church. Rev. W. Gordon Maclean officiated.

The bride was attended by her sister-in-law, Mrs. J. W. McBryde, of Toronto, as matron of honour, and Miss Dorothy Martin as bridesmaid. The bridegroom was attended by Wilfred Moore. Ushers were J. W. McBryde, Toronto, brother of the bride, and J. Kelly.

Before her marriage, Mrs. Saunders (nee Doris McBryde) was with the china department. Her father is Mr. T. P. McBryde, head of department, men's hats and furs.

A veteran of World War II, Wilf Saunders is a member of the children's shoe staff.

* * *

Tkochuk-Zoltenko

Miss Anne Zoltenko (mail order auditing) and Mr. Leon Tkochuk were united in marriage on Saturday, October 18th, at St. Giles United Church. The groom is from Boston, Mass. On leaving, Anne was presented with a serving tray and pickle dish from the department and an overnight bag from the girls.

* * *

Firth-Schneeberger

The marriage of Miss Joan Morris Schneeberger to J. Roy Firth (formerly jewellery department) took place September 10th in St. Margaret's Anglican Church. D. George Firth attended his brother. A reception was held in the Mikado room at Moore's.

Mr. and Mrs. Firth left by motor for a wedding trip through the States. They will reside in Toronto where Mr. Firth is studying at the Toronto Conservatory of Music. The talented Roy Firth, whose fine baritone voice was enjoyed at many troop centres during World War II, was always a great favorite at Eaton activities. He will be greatly missed in Winnipeg.



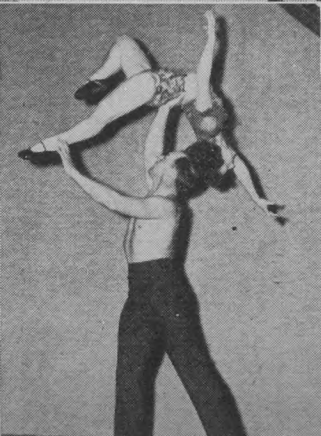
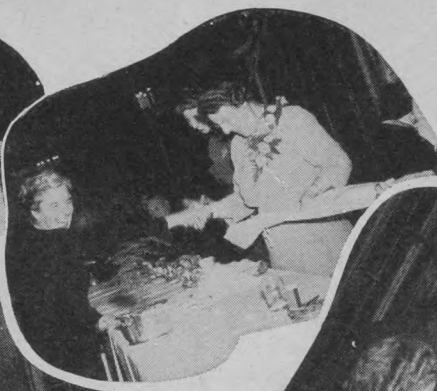
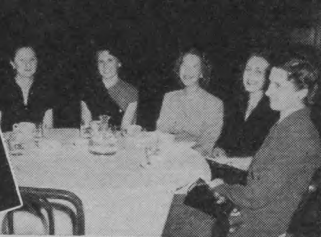
"And So They Were Married"

Top Row—Left: Mrs. James Hall, nee May Bending (mail order dress goods), married September 27th. Centre: Mrs. Keith Atkinson, nee Pat Fathers (fancy goods workroom), married September 27th at Norwood Presbyterian Church. Right: Mrs. Walter Henderson, nee Lorna Henderson (general office), married October 17th at Kelwood, Manitoba.

Second Row—Mrs. Jim Conacher, nee Frances Sheldrake (budget plan), married October 3rd at Broadway Baptist Church. Centre: Mrs. Jim McKay, nee Anne McKinnon (egg room), married September 27th at Riverview United Church. Right: Mrs. Michael Sawa, nee May Wityshyn (mail order packing), married September 20th at St. Andrew's Church.

Third Row—Mr. and Mrs. Jack Ruttle, nee Severa Berezanski (mail order packing), married October 4th at Holy Trinity Church. Centre: Mrs. Arnold Brooks, nee Joyce Hoccom (shopping service), married October 4th at St. Margaret's Church. Right: Mrs. R. Sheppard, nee Bernice Smith (mail order gloves and hosiery), married September 27th at Holy Trinity Church.

Lower Row—Mr. and Mrs. Al Brazier, nee Ethel Fraser (mail order exchange), married October 3rd at Riverview United Church. Centre: Mrs. Westegaard, nee Kay McDonald (photographic), married October 4th. Right: Mrs. Norman Willis, nee Alice Smeall (mail order draperies), married September 27th at St. Luke's Anglican Church.



YOU CAN'T BEAT FUN!

Eaton Girls' Annual Golf Dinner and Wind-Up Held at Fort Garry Hotel— A Sparkling Evening of Fun, Frolic, Song and Fine Entertainment! President Zella Nott Given Ovation

"You can't beat fun," declared President Zella Nott as she welcomed the guests of honour at the Eaton girls' annual golf wind-up held Wednesday evening in the stately Concert Hall of the Fort Garry Hotel. Seated at the head table were: Mr. R. S. McCordick, general manager; Mr. B. C. Scrivener, store superintendent, and Mrs. Scrivener; Mr. A. H. Young, mail order superintendent; Messrs. W. B. Pickard, J. Johnston, H. A. Steele, A. D. MacDonell, A. Osborne, Reg Hinch, president Eaton Men's Golf Club; Misses Myra Reid, vice-president, store; Ellen Deason, vice-president, mail order; Edith Bower, secretary.

Community singing and interpretive dances by Miss Anne (Pat) Patterson, added a spirited note during the courses of a delightful dinner.

Tribute to Miss Nott

Greeting the gay assembly of girls, Mr. McCordick, alluded to the fine organizational work done by Miss Zella Nott for the women golfers and her leadership as president. Said he, with a twinkle in his eye: "Miss Nott didn't retire, she just stopped working; I suggest the Golf Club keep her active!"

Mr. B. C. Scrivener, recently returned from the east, spoke of the kindness and friendship found among Eaton employees that is seldom equalled elsewhere.

Mr. A. H. Young, mail order superintendent (already a 'mail order loyalist'), spoke proudly of the mail order girls' achievement in golf. Personally, he was "still looking for the girl who took 23 strokes at Elmhurst so he could give her a game."

Mr. W. B. Pickard congratulated the girl golfers and got in a plug about his famous delivery horses.

Mr. Reg Hinch brought greetings from the men's golf club.

Mr. Harold Steele reminisced about the Girls' Field Day at Elmhurst and told of his enjoyment in presenting the prizes on that occasion (who wouldn't enjoy it!).

Mrs. B. C. Scrivener, a well-known and well-loved figure among Eatonians, then presented the prizes.

The championship flight, again won by Miss Muriel Hansen, was the first trophy to be presented. Miss Hansen made a gracious little speech of acceptance, thanking the management for their interest and kindness in making the field day possible.

Miss Myra Reid closed the ceremonial part of the evening with the presentation to President Zella Nott of gifts from the membership in appreciation of an outstanding job. "Miss Nott," she declared, "has been a gracious leader and a friend to everyone of us."

As Miss Reid concluded, the applause was loud and long. It was easy to see that Presi-

dent Zella Nott was admired—indeed loved by all her club members.

A programme of entertainment under direction of Messrs. Sam Fleming and Harry Greenwood concluded this delightful evening!

* * *

EATON WOMEN'S GOLF CLUB

Championship flight (Oscar and miniature cup with prize) won by: Miss Muriel Hansen. Runner-up (prize) won by: Mrs. Mary Horbay.

Consolation Flight (prize) won by: Miss Mae Mackay. Runner-up (prize) won by: Miss Winnie Leach.

Special prize to mail order and city girl who improved her game the most.

Mail order (prize) won by: Miss Jean McKendrick.

City (prize) won by: Miss Anne Longmuir.

"Mrs. Edith Bower
"Secretary, Eaton Women's Golf Club.

"Dear Edith:

"I was so overcome with surprise on Wednesday evening that no doubt I failed to express myself properly in acknowledging the grand gifts from the club.

"When convenient, would you kindly express my deep appreciation of the gifts and the lovely message which came along with them. Something more for me to treasure in my association with a very grand 'bunch' of girls.

"Sincerely,
"Zella Nott."

Descriptions of Pictures on Facing Page

Top Row—Scenes like these show that Eaton girls know how to enjoy themselves.

Second Row—Left Mary Horbay, runner-up (championship), receives prize from Mrs. Scrivener. Centre: Miss Mae Mackay, in a charming pose, receives prize for consolation flight. Right: Winnie Leach, runner-up (consolation), receives her prize.

Third Row—Left: Second-time champion Muriel Hansen is congratulated by Mrs. Scrivener. Centre: Mr. McCordick congratulates the girls on their successful season. Right: President Zella Nott receives tributes from the membership, graciously presented by Myra Reid.

Fourth row—Left: Anne Longmuir awarded special prize as store girl who improved her game the most. Centre: A glimpse of the head table. Right: Jean McKendrick given special prize as mail order girl who improved her game the most.

Lower Row—Left: Here is a happy handful. Centre: Fleurette McCuaig and husband do an adagio number. Right: More of those charming smiles that tooth-paste manufacturers are seeking!



MARATHON GOLF

Is this a record or sumpin? The semi-final round in the C-Class Knock-Out championship turned out to be an endurance contest.

Fred Wingate, department 258, and Sam Williams, department 222, battled through 54 holes before the winner was decided. On the first round coming to the 18th Williams one up, Wingate won the hole to square the match. The second round played brought exactly the same result, Wingate coming through with a birdie three on the 18th to again tie up the match.

On the third encounter it looked as if history would again repeat itself. Williams was one up coming home, but Wingate's luck ran out at that point and his second was off line into thick bush, giving Williams the hole and the match.

When all three score cards were totalled up only two strokes separated the totals for the 54 holes. Some match!

COMPENSATIONS

"When you are always 'off the line'
And can't get down in less than 'nine,'
'Tis soothing to remember then—
The other chap may take a ten.
Nor do you feel one-half the ass,
Carving away great tufts of grass,
Once you observe the other side
Is similarly occupied.
To lose a new and shining ball
May steep your very soul in gall;
Yet life somehow regains its fizz
When your opponent loses his!"

—Lanyard Lyrics

Thirty-Four

Eaton Men's Golf Club Announces the "Knockout" Winners for 1947

As we go to press golf "clans" are gathering to attend the annual banquet and presentation of prizes at the Fort Garry Hotel on October 30th. At time of writing it promises to be a brilliant and invigorating evening — so here's hoping you got your ticket in time!

Meanwhile, here are the winners in the knockout competitions for 1947.

Knockout Competitions, 1947

"A" Class championship flight — winner: **G. Morris** (52); Runner-up: J. Fowler (38). Consolation flight: D. S. Marshall (22), A. Savage (154A).

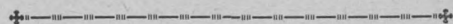
"B" Class championship flight — winner: **B. H. McGregor** (238); Runner-up: W. Alexander (1074). Consolation flight: A. MacDonald (55), A. Cassie (1747).

"C" Class championship flight — winner: **F. Browaty** (270 stock); Runner-up: S. H. Williams (222). Consolation flight: B. Kitson (270), F. R. Swonnell (122A).

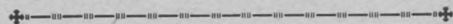
"D" Class championship flight — winner: **R. E. Herriot** (224); Runner-up: L. H. Martin (928). Consolation flight: P. Thompson (3), J. Kulack (238).

"E" Class championship flight — winner: **J. P. Trainor** (136); Runner-up: J. Sutherland (239). Consolation flight: C. W. Kennedy (5), R. Collins (1766).

Congratulations, gentlemen!



**For a full report on the Annual Golf
Dinner please see December
Contacts**



Mrs. McPherson informed her husband that she was expecting a party of guests. He immediately rose and hid all the umbrellas.

"Why, Jock," she exclaimed, "dae ye fear that ma guests will steal yer umbrellas?"

"Nae, I'm afraid they'll recognize them."

*

"Your advertisement states that you have just received two thousand new hats."

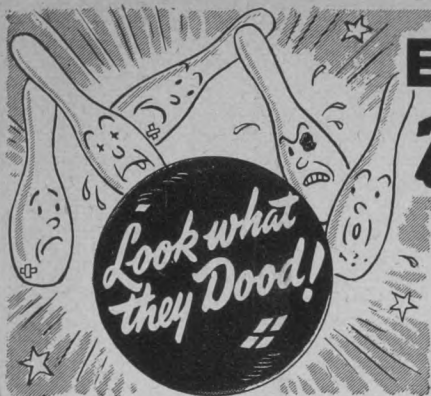
"Yes, madam."

"Good! I wish to try them on."

*

"What was the film like?"

"I don't know. There two people behind me talking about a girl I know."



EATON'S *Mixed* 5-Pin BOWLING LEAGUE

Highlights on the Bowling Alleys During October

By Bill Hogg

Set-Ups Set a Hot Pace for the Rest of the League to Shoot At. Kentiles and Chibabas Have a Hot Night.

Bill Liver Is Hitting a Terrific Clip.

Close Race for First Series Honours in All Divisions.

Led by Evelyn Turner and Sam Fleming, the Set-Ups from Division 1 turned on the heat on the second night of bowling and came up with a grand three-game total of 3,379. The Chibabas of Division 3 also had a good night and set a high single mark of 1,196, that will take some beating. Bill Liver of the Kentiles, has been spilling the pins at a merry old rate. On the third night Bill collected a nice three-game total of 841 and followed it up the next night with a good 804 score. For 15 games Bill is sporting a solid 248 average. Esther McGowan is showing the ladies the way on the strength of her steady bowling, she now has a lovely 223 average. The race for the first series honours in most of the divisions is still nip and tuck affairs at the halfway mark. In most cases it is only the bottom teams that are out of the chase and will have to wait for the second series.

In Division I the Hits and Misses have been bowling well to hold on to the leadership with 12 wins and 3 defeats. The Spillers are only two games back and are promising to give the leaders a good run for their money. The Strollers were right on top with Hits and Misses but last week they had a bad night and couldn't win a game from the leaders. However they are still contenders with 9 victories to their credit. The Merries have been rolling steadily to collect 9 wins and 6 losses. Kentiles and Scotties, with 8 wins apiece, and the Set-Ups with 7, have to start clicking in a hurry if they intend to catch the leaders this series. Rough Riders, Sport Togs and Pat's Pinchers seem to be definitely out of the running and will have to wait for the second series to start.



Mr. Bill Hogg

Following Bill Liver in the scoring parade were George Bennett, 803, Jack Merrett, 771, George Firth, 727, Frank Frampton, 727, Jim Davies, 723, and Sam Fleming, 722-716. Good scores among the ladies were Jo Randall with 755, Evelyn Turner, 749, Rose Gordon, 700, and Mary Matthews, 700.

The Selects, Nomads and Capitols of Division 2 have been staging a rare old battle. They are all tied with 11 wins each. The Winsomes, after a game start, have fallen back two games behind the pace-setters. Greenettes, by winning three the last time out, now have 8 wins to 7 losses and can still catch the leaders. Sparklers, Fuzzies, Peepers and Nationals will have to win all their remaining games to cop any honours in this first series. Jack Paterson has been consistently leading the scoring parade including a nice 715 effort. Other top scoring men were "Robbie" Robinson, Siggie Sigvaldason, Syd Gerrard, Ernie Wall, Bud Wold and Jack Day. Esther McGowan is in fine form and has come up with a brilliant 757 score. Helen Cancilla, 708, and Rose Kurtz, 680, are the next two leading ladies.

There's a merry old battle raging in Division 3. Out of the 10 teams, eight are grouped at the top of the standings with no more than three games separating them. Pushovers knocked the leading Hucksters over to move into a tie with the Adjusters at 10 victories to 5 defeats. Eagles and Progressors are only one game behind them; and the Hucksters, Seven-Ups, Chibabas and Lafalots are right in the middle of the scramble. Favritz have only 5 wins to their credit but with a little luck may even get back into the race. Gay Ones are at the bottom of the league with only 3 wins against 12 defeats. Jack Wood has been topping the pins at a very hot pace; he has yet to drop below 600 and has scored three-game totals of 752, 747 and 728. He also clicked on a high single game of 370. Jack Donnett also has been consistently good chalking up 782 and 715 scores. "Jumbo" Westman is in good form hitting the old pocket pretty steadily. Art Wright and Walter Mills have also put up a good show. Edith Backlund, with a brilliant 657, has been showing the ladies the way, followed by Marg Kurz, 649, Gladys Morris, 636-616, Elaine McKay, 620-618, and Jean Paterson, 620.

The Division 4 race is still a wide open affair. Snowballs and Penny Pinchers have been leading by a small margin. Every other team including the last place Decots, are right on their tails and it looks like a fight right up to the wire. Snowballs have 10 wins to their credit, and Penny Pinchers 9 with 1 tie game with the Jewels to be rolled off. Eurekas are also in second spot by virtue of their 9 victories. Monarchs follow with 8 wins and 7 losses. Jewels, Rip Saws and Boopers all have 7 wins. Mazumas and Whiz Bangs each have 6 credit marks and the Decots trail with 5. Dave McPetridge rolled a lovely 690 score the last time out and Herb Headon was right behind him with 675. Bill Melnyk, 669, and G. Gillespie, 660, were two more good efforts. H. Morgan has been rolling well chalking up 644 and 617. Reg King has been steady with 634, 614. Ken Barling has also been right in the groove. Noreen Price's big 678 is tops with the ladies and Jean Moss had a nice 609.

The Alley Byes with 12-wins and the Mixers with 11 have a comfortable lead over the rest of

CONTACTS

the field in Division 5. Tryhards are in third spot with 8 wins, followed by the Dustpans with 7. The Hawks and the Wise Ones each have managed to win 6 games, while the Panty Waists and Jeeps are in the cellar with only 5 victories each. Several of the men in the division have really been knocking the pins for a loop. A Jenkins of the Dustpans has turned in a terrific performance, his scores were 614, 634, 702, 749; he also chalked up a nice single game of 336 while he was at it. George Harris is another consistently good performer. George has scores of 703, 682 and 688 to his credit. Mr. Clark subbing for the Panty Waists has turned in all games over the 600 mark and has hit the mark of 752 once. Les Hawksley had a real good night last week and totalled 765 for the evening. Roy Lowe also turned in a good night's work with a nice 725 score. Winnie Flynn has been the only lady to top the 700 mark so far. In getting her 719 total Winnie scored a sparkling 310 single. Other good scores with the girls were Kate Morrison's 661, Ann McCaffrey's 642, Edna Hunter's 642, Ruth Paul's 629 and Doris Slack's 608.

The Zoot Shooters were threatening to make a run-away of Division 6 honours until the lowly Ramblers managed to take two games away from them last week. Despite their loss the Zoot Shooters are two games out in front with Split Atoms in second spot just one game ahead of the Comets. The Zeros and Majors will have to turn on the heat to catch the leaders as they are now five games down. Drivers have 6 wins, Dandies 5, and the Ramblers fill the cellar spot with only 4 wins. Miss N. Kurdydyk has been rolling in brilliant form turning in scores of 678, 627, 630, 640. Russell Vipond led the men with 690, 641 scores. Hugh Duyvejonck had two good nights with scores of 676, 646. George Niven with 665, 616; Joe Leighton with 642, 697; and Gordon Campbell, 658; were other steady performers.

The Red Hots have a big three-game lead in Division 7. They have 12 wins to only 3 losses. The Zippers and B-Bees are tied in second spot with 9 victories each. Peppy Pals with 8 wins and Rovers with 7 still have a chance to catch the pace-setters if they can score a couple of sweeps in a row. Westerners and Trotters each have 6 wins and 9 losses, while Panthers are out of the running with only 3 victories to their credit. G. Huntington has the top mark for the men to shoot at with a dandy 721 score. Jim Reid has been right on the old head pin chalking up scores of 684 and 656. Bill Steed has been fairly steady with 645 and 605 scores to his credit. Doug McPherson had two good nights scoring 614 and 617. Bob Simpson turned in a nice 669 score. None of the ladies seem to be able to hit the groove, Irene Daniel's 575 being the best recorded. Chris Mickoski turned in a fairly good 539 score.

Vikings are just managing to hold onto their lead in Division 8. They have won 11 games and lost only 4. King Pins are only one game behind and are moving up fast. Quints were giving the Vikings a good race for it but have slipped off the pace now to third spot with 9 and 6 count on them. Has Beens will need a little luck and some hot scoring if they are going to pick up those four games they are behind at

Thirty-Six

the moment. Admirals and Raiders just can't seem to get rolling and unless something drastic happens to the leaders they haven't much chance of coping the first series honours.

Ed Olien has been leading the scoring parade by a wide margin. Ed has been bowling very consistently as his scores of 676, 676, 636 would indicate. Jim Torbet had one good night coming up with a dandy 665 total including a high single of 291. Jim Thorpe 571 and Jack Kellas, 560, were other good tries. Mildred Barker had the only good score among the ladies with a nice 638 effort.

EATON SOFTBALL NEWS

During October the annual meeting and election of officers took place at Trinity Hall. A fairly large attendance was present and the following were elected to office for the season of 1948:

Messrs. T. Scott, past president; J. Kellas, president; W. Scott, vice-president; Miss W. Leach, secretary-treasurer. Committee members: Messrs. W. N. Clay, George Allan, D. Tomes, J. Course, and Misses D. Chambers, D. Tarrant and M. Stevens.

The constitution was read and accepted with several alterations.

The new executive will meet early in the new year to complete plans for the next season.

Sliding Into Second

Before this copy appears we shall have enjoyed our banquet, and to those who have worked so hard to make it a success, we say thanks.

Some trouble is being experienced in returning the equipment this year, so we take this opportunity to once again ask those who have not done so, to return same to Mr. J. Course, department 113, at your earliest convenience.

We are out of news now, but next month look for photos and write-up of the banquet.

—Wm. N. Clay

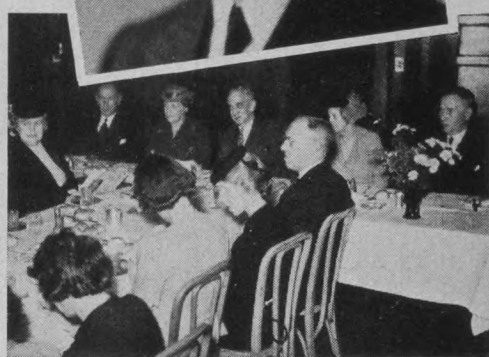
PRINTING PLANT PATTTER

By M. Hoffman

The printing plant was well represented at the west coast this year. Harry Chatterton travelled to Vancouver and California; H. Poulin to Seattle; Jim Anderson, Sid Done, Elsie Fryer, Miriam Steele, Daisy Stoney and Margaret Torrance to Vancouver. Jim Lavergne and Frank Scott holidayed in Detroit; Bessie Manson, Toronto; M. Hoffman, St. Paul; so we are a much-travelled lot!

We are sorry to report the death of Mrs. Lobban, our matron for several years. Mrs. Lobban retired last year.

Our deepest sympathy is extended to Miss Miriam Steele in the loss of her sister, Mrs. Lillian Scott, whose death followed a serious operation.



Gilbert A. MacNeil Bids Farewell to Mail Order Associates

Tendered Complimentary Dinner on Retirement After 37 Years With Eaton's

Away back in April, 1910, a tall, slender, youth named Gilbert A. MacNeil, a product of Little Harbour, near New Glasgow, Nova Scotia, came west and joined Eaton's mail order.

Here, by dint of that diligence and intelligence peculiar to "bluenoses," he won his way to a managership. And now having decided to take life easy, on Friday evening, October 10th, Mr. MacNeil was tendered a complimentary dinner in the board room by the mail order cash department in honour of his retirement after 37 years with the Company.

Besides Mr. and Mrs. MacNeil, the guests of honour at the head table were Mr. A. H. Young (mail order superintendent), Miss Loftus and Mr. Jim Johnston.

The flag of Nova Scotia was draped so that all seated at the head table faced it. And, since Nova Scotia was the birthplace of Mr. MacNeil, so that he could feast his eyes upon its flag.

The chairman (appropriately another Maritimer), Mr. Sydney MacKay, introduced the speakers with his usual eclat.

Mr. A. H. Young (mail order superintendent) spoke of his acquaintanceship with Mr. MacNeil over a period of years and of the pleasant associations it brought to mind.

Mr. Jim Johnston spoke next of his years' experience in working with "Bert" and added how the mail order business has been built up by the work of people like Mr. MacNeil, who saw things from the customers' point of view and the best ways of serving these customers.

Miss Loftus, declaring that she "didn't make speeches," spoke briefly but interestingly to the gathering.

Miss Ivy McBurney sang two charming numbers for the occasion. She was accompanied by Mr. Bert Kilgour, who also played the piano for the general sing-song.

Miss Ida Shove then made the presentation on behalf of the assembly, adding in her tribute to Mr. MacNeil that "Old friends were best friends." It was to the accompaniment of "For He's a Jolly Good Fellow" that Mr. MacNeil opened his gift: two Coalport figurines—"The Orange Lady" and "The Shepherd."

Mr. MacNeil warmly thanked the gathering and mentioned that the present time could not be reached without regrets. He complimented the staff of 161 and 116 on being "the backbone of the organization" adding that "with such a staff behind him a man couldn't help but have success."

Miss Solange Lancelin then presented Mrs. MacNeil with a lovely bouquet of red roses after which the party adjourned to the singing of "Auld Lang Syne."

It is with real regret that we say "Adieu" to Mr. MacNeil and hope that he will not forget the departments he headed for so many years and that we shall see him again and again.

* * *

Starting with the mail order complaints in 1910 — Mr. MacNeil was made an assistant manager in 1912. Appointment to head of department came in 1928. Among other activities he is a past president of the maritime provinces association.

Mr. and Mrs. MacNeil have one son, Dr. Robert MacNeil. Rumor has it that Dr. MacNeil's son and daughter are the only grandchildren in Winnipeg. This is why Mr. MacNeil has decided to remain in Winnipeg.

During the summer-like Fall we are having he'll be found at "Belle Acres," his summer home on the Winnipeg River. After Christmas he plans a trip to the west coast—but with return ticket.



Top Row—Left: A glimpse of the head table. In picture Miss McArthur's face is momentarily framed between the flags of Canada and the United States. Mr. Foster Johnson listens with hands folded as Miss Jessie Simmons pays a glowing tribute to Miss McArthur. Right: In this charming scene Miss McArthur is presented with a bookcase by Miss Del Williams, a youthful member of the staff. Chairman Ed Rogers looks on.
Lower Row—A few glimpses of the large gathering. In centre picture Mr. John Ferguson sings "Sylvia," a favorite of Miss McArthur's, rendered with tenderness and feeling.

Parting Tributes Paid Miss Anna McArthur

Tendered Complimentary Dinner by Mail Order Associates on Retirement After 42 Years of Devoted Service

"We are here to honour Miss Anna McArthur who came to us as a sprightly young American girl 42 years ago; whose entire service has been spent in the mail order—and the mail order is a better place for her having been there." The speaker was Mr. Ed Rogers, head of department 122 (mail order packing and shipping)—the occasion a dinner in honour of Miss McArthur held in the Rose Room of the St. Charles Hotel on Wednesday evening, October 8th, on the occasion of her retirement.

There were brief addresses by the foregoing, each paying a warm tribute to Miss McArthur's womanly qualities and her loyalty as an Eatonian.

Miss Jessie Simmons quoting from the poem "Let me live in a house by the side of the road" declared Miss McArthur had been a friend to all.

Mr. Fos Johnson "representing 113, although a graduate of 122" reminisced of old times and his pleasant association with Miss McArthur.

Mr. Jack Pidgeon and Mr. George Phillips added brief but gallant, and ably presented tributes.

Mr. Bert Elson, a former member of 122, delighted with xylophone solos. John Ferguson (whose fine tenor was such an asset to the Y.M.C.A. overseas during World War II) sang several numbers—all of which were greatly enjoyed.

The evening climaxed with the presentation to Miss McArthur of a beautifully designed bookcase. Miss Del Williams, one of the department's junior members, did the honours.

It was a delightful evening, yet mingled with the regret of parting with a friend of so many years. Thanks to the artists and the committee were extended by Mr. Rogers. Then as a tribute to the land of Miss McArthur's birth, "The Star Spangled Banner" was sung by the gathering, followed by "The King."

The following morning Miss McArthur (who retired on Saturday, October 18th) found her desk decked with flowers and tokens from old friends. As a lasting memento she was the recipient of a lovely ring from her associates. Many other friends throughout the store and mail order wish Miss McArthur "all health and happiness."



By J. Connon and T. Scott



Congratulations are in order for J. Keane (mail order packing) who celebrated his 35th year with the Company on September 20th, and for E. Thorp and P. Hand also of mail order packing, who reached their 35-year mark on the 23rd of September.

Wedding bells pealed at Holy Trinity Church on October 4th for a mail order packing pair when Severa Berezanski, our pretty fair-haired auditor, became the bride of Jack Ruttle, of the packing floor. Among the many beautiful gifts the happy couple received were a lovely silver tea service from the department and a mirror from the girls. Lots of luck and best wishes for your future happiness, Sev and Jack.

On October 8th a dinner was held in the Rose Room of the St. Charles Hotel to honour Miss Anna McArthur who has retired from the Company after 42 years service. Miss McArthur was presented with a radio table to mark the occasion. Her last day in the department, October 11th, was spent in saying farewell to her many friends and business acquaintances from the store and mail order. Among Miss McArthur's many parting gifts was a beautiful onyx ring set with a diamond, from the department. We send all best wishes for the future, Miss McArthur, and we hope you will come and visit us often.

It's a boy at the Ross Clements! Robert Bruce, who arrived on October 11th, weighed in at 9 lbs. 6 ozs. Congratulations on the bouncing baby, Daddy!

A serving tray and pickle dish were the department's gifts to Ann Zoltenko of the third floor, who left on October 11th to marry Leon Tkachuk of Boston, Mass. Ann was also presented with a lovely overnight case from the girls of the department.

Another diamond has blossomed out in mail order packing. The lucky girl is Marian Stupinsky who will be married to Bill Pentiluke in the near future.

Two more orange-blossom candidates from mail order packing are Evelyn Dowgan and Steffie Ilchene who left us on October 18th. Evelyn, who will marry Carl Manweiler of Transcona, was presented with bedroom lamps from the department and pictures from the girls; while Steffie, whose future husband is Dennie

Krasnowski, received a mirror from the girls and an electric clock from the department.

We are sorry to hear that Bill Warwick of the third floor is on the sick list and we hope to see him back with us in the very near future.

By H. Egerton

On October 9th, Kathleen Thomas celebrated her 30 years with Eaton's. As a memento of the occasion she was presented with a lovely purse and a corsage of yellow roses from the department. She also received a number of gifts from her many friends and associates.

Her table was tastefully decorated with miniature horses and a race track.

In the evening a party was held in her honour by the department at the home of Mr. and Mrs. C. D. Botting where a very pleasant evening was enjoyed by all. Mr. and Mrs. P. Blakeman (supervisor) were also present.

* * *

By D. Brown



The girls of boys' clothing, mail order, and their friends gathered together on October 10th to honour Ellen Thomas at a miscellaneous shower. Ellen is to be married on November 1st to Mr. Michael Gresch, at the First Welsh Church. Best of luck,

Ellen, on your new venture.

We are glad to see Bert Hallett up and about again. Bert is recuperating after an operation and we hope he will recover fast. Come in and see us again, Bert.

* * *



No doubt some of you will remember Miss Ina Hutchison, a former employee of mail order drugs, who 11 years ago, left us and our fair country to make her home in Bonnie Scotland. Well, Ina has come back. At first for a visit only, now we find that she has cancelled her seat on the plane, got herself a job, and is settling down in Winnipeg again. Good show!

We were glad to welcome her when she visited the department, but as so many of the girls with whom she worked have, since her departure, taken on domestic responsibilities,

CONTACTS

it was decided that a re-union was in order, so the gals got together at the home of Mary Park. What did we do? Just talked—and ate, of course. You may remember some of them: Mrs. Rousell (nee Vic Cuzner), Mrs. Buchannon (nee Orla Perkins), Mrs. Olophant (nee Daphne Davis), Mrs. Anderson (nee Agnes Laidlaw).

Unable to attend were Mrs. McNiven (nee Alice Pullar), Mrs. Yelland (nee Mildred Thompson). Not to mention a few of us who are still at it. And, in spite of all they tell us, we are not so sure that we mind it so much after all. However, that's beside the point.

Good luck to Ina in her new job, we are happy to have her here.

We are glad to see Art Wright back with us again after a short illness.

Lillian Reach is still out at the coast with her parents. We trust she is feeling much better.

* * *

By M. Hoover



Watch repair department: We are very glad to welcome Pearl Crowe back to work after her recent six weeks' illness. Also Mr. Tom Holliday who returned from an enjoyable holiday spent in the east.

Two 1766 boys joined the ranks of the benedicts recently: Mr. James McKay, whose wedding took place at Riverview Church September 27th—the bride Miss Anne McKinnon—and Mr. Bill Murray who was married to Miss Jean Argo at King Memorial Church October 11th. Before leaving for the happy events, each of the lucky bridegrooms-elect was presented with a chest of flatware. Our very best wishes for happiness go with them!

Our best wishes for a speedy recovery goes to Miss Ethel Jarvis who has just undergone an operation.

* * *

By M. Ewing



On the morning of September 18th, it was a treat to see Mr. Bewick (china) with his hands in his pockets looking at his gaily decorated desk. The occasion was his 35th anniversary with Eaton's. On behalf of the staff, Mr. Dancer presented Alex with a lovely Parker 51 pen and pencil set. Alex also received many telegrams and good wishes from all his friends.

We are glad to report that Mr. Clayton is back with us after a lengthy illness. It's nice to see you back, Sid.

September 21st was indeed a happy day for Charlie Belton who became the proud father of a little daughter, Jean Elaine.

Mail order advertising: We are glad to welcome a new member to the department, Mr. Lawrence Freeman. Nice to have you with us, Lawrence.

To honour Mr. Gordon Fordyce on his approaching marriage, department 139 gave an enjoyable luncheon at Moore's Restaurant on Wednesday, September 17th. The charming girl of his choice, Miss Trudy Seifert, was also an honoured guest.

Forty



This Sleeping Beauty is a member of the mail order sporting goods department. Guess who?

On behalf of the staff, Mr. Moray Sinclair, supervisor, presented Gordon with a coffee table. He also extended congratulations and loads of good wishes for their future happiness.

By D. Balsden and R. Soutter

Mailing list, mail order enquiry and sales room: Florence Irwin, of department 167, left on Saturday, October 18th to become the bride of Mr. Alexander Duthie. The wedding is to take place on October 25th in Norwood United Church. Flo was presented with blankets and a chenille bedspread from the department and many more lovely gifts. Best wishes to you both.

Three junior members of our department who became engaged recently are Kay Wheeler, Irma Yapps and Dorothy Lester. Congratulations, gals!

Our deepest sympathy goes out to Florence Hill in the loss of her mother who passed away recently.

Still on the sick list is Joe Sigurdson. We hear you are getting along fine, Joe, and we hope it won't be long before you are back with us. Another member of our department who is away sick is Esther McGowan. Hope you are coming along fine and will be back with us soon.

By M. McDonald

Congratulations to May Alderdice who became engaged to Dave McFetridge on September 22nd. Best of luck, May and Dave.

Another newly engaged girl is Yvonne Wilson, the lucky boy is Arthur Rosin. Yvonne received her ring on September 12th.

By M. Drysdale

Miss Kay McDonald who has worked in the photographic department for the last three years, left the department on September 27th and was married October 4th. Her business associates presented her with a beautiful wool bedthrow. We all wish her the best of luck in her new venture.

The deepest sympathy of her associates goes to Miss Mary Ewing (mail order advertising) in the death of her beloved mother, Mrs. Mary Jane Ewing, who passed away on Sunday, October 19th. Mrs. Ewing was born in Ireland and a member of Augustine United Church. She is survived by her husband, one son, John, in Scotland and six daughters residing in Winnipeg.

By D. Hunt

Miss Margaret Reimer (mail order copying) has left the department to live in Vancouver. Her departing gift was a brown leather handbag. Good luck, Margaret!

Phyllis Jones says goodbye after five years with the mail order copying. Phyllis received a black leather purse from the department. May you be happy in your new position as receptionist, Phyllis.

Denise Perron left the department October 18th, to become the bride of Al Rodrigue at St. Boniface Cathedral on October 25th. After a trip to Minneapolis they will reside in St. Boniface.

Department gifts to the bride-to-be consisted of a quilted bedspread with matching pillow covers and many gifts from friends. Best of luck, Denise and Al.

Leah Plopin is on the newly engaged list this month. Congratulations!

By Doris Slack

Cash cage: We are sorry to see the retirement of Mr. G. A. MacNeil after 37 years of service. He said goodbye to his fellow employees on October 16th, and was the recipient of many lovely gifts. We wish you many happy years ahead, with the best of health!

On October 9th, Miss Connie Bayles celebrated her 30th anniversary with the Company. Connie received numerous gifts and congratulations acknowledging her anniversary.

Mrs. Stan Gmitrck, formerly Evelyn Mossop (mail order cashiers), became the proud mother of a seven-pound son on October 18th. Congratulations, Evelyn and Stan!

By N. Robson

Jewellery and handbags: We extend good wishes to Jack Donnett who left the Company recently to go into new fields of business. Prior to leaving, Jack received a leather briefcase from his department associates, Mr. Robertson making the presentation. Best of luck to you, Jack.



I WONDER

If I could hear my conversation
Repeated at the end of day,
Would it make to me a difference
In saying what I say?

Would I say that little thought
That's lurking in my mind?
Would I say those words of truth
Even though it be unkind?

Would I talk about that person
Whom I claim to be my friend?
Would I say that fatal sentence
Bringing friendship to an end?

If I could hear as others hear me,
If I could see myself as you,
I wonder if there'd be a difference
In doing what I do?

—Thanks, Monthly "Moocher"

*

TEMPER

"Remember that when you're in the right,
you can afford to keep your temper, and when
you're in the wrong, you can't afford to lose it."

Now "Living the Life of Riley"

"And add to these retired leisure,
That in trim gardens takes his pleasure."—John Milton

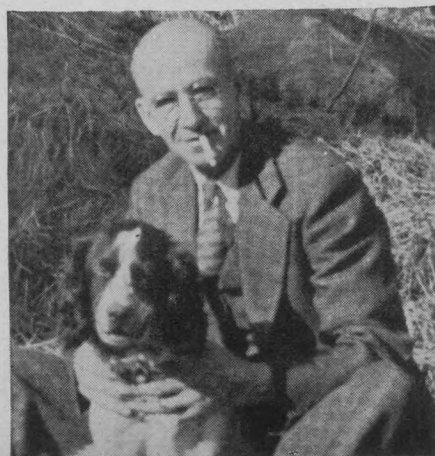
It's always a pleasure to hear from our old friends who are now enjoying a well-earned retirement. Among the big colony of Eatonians at the West coast is **Frank Coulson**, well known ex-mail orderite, formerly with the men's furnishings, stationery and seeds departments. Frank sends Contacts this picture of himself (and friendly looking "pooch") taken in his garden near Nelson, B.C.

Likewise **George and Bill**—The picture at left shows George Ballingall, Sr., and Bill Robinson, taken outside Bill's pretty cottage at Surrey, 11 miles from New Westminster, B.C. George recently retired after long service with the printing department. He looked Bill up when on a visit to Vancouver. Bill retired not long ago after many years with the Eaton engineers, serving at the Alexander Avenue warehouse. Drop in again sometime, you two old timers!

Bill and George



Frank Coulson and a friend



Candy Department Honours Edna Glynn

Edna Glynn, that slender little lady with a smile as sweet as the ware she has so ably presided over for some years, said goodbye to her associates on October 15th—as she prepared to embark on the sea of matrimony.

The occasion was marked by a party held in Edna's honour that packed the Norwood Credit Union Hall. Doing the honours, Mr. Ross Screation (supervisor) presented Edna with a gorgeous easy chair to which was attached a silken ribbon bearing the names of her associates. Edna, said Mr. Screation, had started at the bottom rung and worked her way up. She had not only won the heart of her fiancé, but the hearts of customers and employees as well. Edna thanked everyone prettily and her fiancé added also a word of thanks on his own.

Dancing and a buffet supper rounded out a delightful evening. In addition to the easy chair, Edna also received a number of lovely individual gifts including a super de luxe toaster from some eastern admirers. Edna is now Mrs. Jack Stidston. Bless you, my children!



Left—Edna tries out the easy chair, a parting gift from the staff. Her fiancé, Jack Stidston, stands behind her. (May you always do just that, Jack!)

Right—Mr. Ross Screation wishes Edna every happiness.

Dauphin Store Sweeps Softball Series

(From Our Dauphin Correspondent, A. Johannesson)



MEMBERS OF DAUPHIN TEAM

Left to right—N. T. Houston, H. Mcbberly, C. Fisher, O. Dick (captain), N. Nantais, C. Wellman, F. Baggett, N. Fisher, G. Nicholson, W. Dick. Missing from picture—G. McCorquodale and W. Kitt.

Eaton's annexed the Dauphin Softball Championship with three straight convincing wins over Cruise Dairy to emerge Dauphin Softball Champions of 1947. Presentation of shield was made at the Annual Softball Dance held on Wednesday, October 1st, 1947.

"NEVER A DULL MOMENT . . ."

"There's never a dull moment when you've boys and girls around you," writes Miss Helen Saunders, Eaton Good Deed Club secretary at Edmonton, in a letter to Contacts. "For example—one Saturday morning not long ago, I was invited to sit with two little Good Deeders, both of them armed with huge lollipops. About half way through the show one of the little girls handed me her candy and said: 'Would you like to suck on it for awhile now? I've licked it off good and clean so there are no germs on it!'"

"These little ones are always wanting to share their ice cream cones with me, too, and I have to use the greatest diplomacy in order to refuse their kind-hearted offers without hurting their feelings. Oh, the younger generation is wonderful, all right, and I love the whole crowd!"

FOUR GENERATIONS (And Each With a Bit of a Brogue)

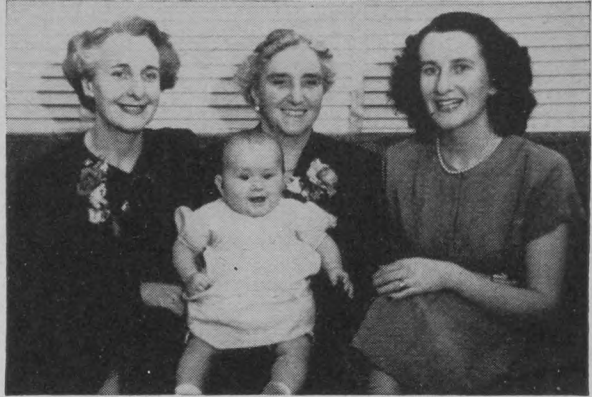
Left to Right:

Mrs. William J. McKeag, wife of Mr. W. J. McKeag (merchandise office representative).

Mrs. Hugh McVeigh, mother of Mrs. McKeag, who recently arrived from Ireland on a visit.

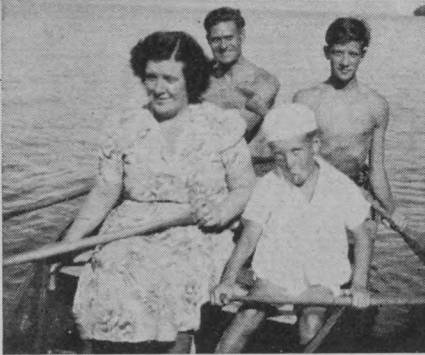
Mrs. J. H. Sutherland (nee Aileen McKeag) and (in centre) wee **Susan Linda Sutherland**, six months young.

(Photograph by that unofficial, but talented photographer, W. F. (Wee Willie) Crooks. There's an undeniable charm and naturalness to this group picture. Perhaps a certain Maestro had better look to his laurels!



HOLIDAY TRAILS!

November Chill Is in the Air but the Memory of Happy Holidays Lingers on in Many a Snapshot Album



At Left—Sam Sutter (receiving room) and family holidaying at Albert Beach. Sitting beside his mother, Garry (8) pokes out his tongue at camera. Doing the heavy paddling are Sam and son Stewart, who is 16.



At Right—Mr. W. H. Harvey (watch repair) and Mrs. Harvey at Locarno Beach, Vancouver. Sitting between them is Mrs. Clint Morgan (formerly basement store) and little daughter.

CATHERINE TAYLOR OFF TO SOUTH AFRICA



Front Row—Gwen Willstrop, Dorothy Allen, Muriel Young, Catherine Taylor, Mrs. D. Johnston.

Back Row—Kay Patson, Yvonne Persons, Mr. Bob Oliver (first assistant), Cora Brooks, Mrs. M. Lord, Mae Culletin.

Presentation of jewellery, hosiery, perfume, chocolates and a corsage of red roses was made to Miss Catherine Taylor (yard goods), Friday, October 3rd, on the occasion of her departure for Durban, South Africa, where she is to join her family. Mr. P. Odell did the honours.

Catherine sailed from New York around the end of October. The boat trip takes three weeks.

Originally from Folkstone, Kent, England, in her short time with Eaton's Cathy has made many friends and is loved by everyone of them. A faithful worker she has a never-failing smile for all.

Her father, having received a post in Durban, South Africa, from the British Government, Cathy has decided to join her parents, one sister and a brother.

We are all going to miss you very much, Cathy, but we envy your future adventure. South Africa is a long, long way, so goodbye and good luck, Cathy! The management and staff of 233 wish you Bon Voyage!



BASEMENT STORE



A group of business friends held a kitchen shower at the Antique Tea-rooms in honour of Miss Hilda Farmer, bride-elect of October 15th. Guests numbered 30. Thanks goes to Miss Ann McCaffrey for making this a very pleasant gathering.

Best wishes to Miss Hilda Farmer (basement shoes), who was married to Mr. Art Robb on October 15th at St. Matthew's Church. Mr. J. Morris (head of department) presented to Hilda, on behalf of the department, a lovely torchiere lamp and a luncheon cloth. Good luck and happiness is extended to this newly married couple.

Small wonder Lawrie Clark (basement shoes) wears a happy smile these days. He became engaged to Miss Shirley Andrews on September 28th. When is the big day, Lawrie?

A shower was held at the home of Mrs. Barbara Fairbairn in honour of Margaret Manson (baby counter). A trilight lamp and pressure cooker was presented to the guest of honour.

Miss Margaret Manson (baby counter) became the bride of Mr. Jack Harvey on October 1st. Mr. M. L. Tasker presented Margaret with revere ware and kitchen gadgets on behalf of the department. Best of luck to Margaret and Jack!

Another October bride, Miss Viola Cowling (staples) was honoured at a shower held at the home of Miss Joyce Grundy. Viola was the recipient of a gift of woollen blankets and a coffee silex.

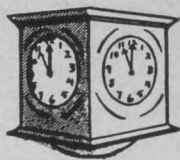
Two diamonds made their appearance this month in 901 department; Miss Teena Symbol of the sportswear is the happy wearer of one, and Miss Mary McGroarty of the girls' shop, the other. Congratulations, girls!

October 25th was the wedding day of Miss Joan Harling (5c to \$2.00) and Mr. Victor Plousse. On leaving, Joan was presented with an electric iron by Mr. L. Lewis (head of department).

Dorothy Snelgrove (foodateria) was presented with a chenille bedspread from the department on September 24th. Dorothy is now Mrs. Eddie Eckton. Congratulations to the bride and groom!

Forty-Four

MAIN FLOOR



Sally Lentle (toys) is now Mrs. Gordon Moore as of October 11th, and was married at St. James Presbyterian Church. Sally started in the store in 1920 as a parceller and later transferred to the juvenile department. She then left us for some time and later returned to the toys in 1939. On leaving, Sally was presented with a nest of tables and all kinds of good wishes from her many friends in the department.

Ethel Lee, also of the toy department, is another happy bride. Ethel, now Mrs. Wilfred Frank Triggs, was married in Holland United Church on October 18th. Mr. and Mrs. Triggs will take up residence in the Treherne district.

Miss M. Dillabough (jewellery) came into work on the morning of October 3rd beaming all over. No wonder! For on her third finger, left hand, gleamed a beautiful engagement ring. Congratulations, Maxine!

The jewellery department had one of their bang-up bowling parties on Wednesday, October 9th, at the Victoria Bowling Alleys. Dunny Dewar won the men's high prize; Ted Lee, the men's hidden prize, and Jeff Yelland, the men's booby prize (tsk! tsk!). Ladies' high was won by Miss Beryl Inman; ladies' hidden by Margaret Weir; and booby, by Jean Solvason. A most enjoyable time! Let's have another one soon!

Many happy returns to Mr. M. Donaldson (jewellery), who celebrated his birthday on September 24th. He was presented with a box of chocolates and a birthday cake nicely decorated with 21 candles (I wonder?). The girls of the department sang the old favourite, "Happy Birthday." What a nice surprise!

Miss Sheilaigh Beaver (patents counter) was married on Saturday, September 27th, to Mr. Art Wagner of the paint shop. Sheilaigh was presented with a green pottery table lamp by her department. The couple spent a happy honeymoon at Falcon Lake. Best of luck to these two Eatonians!

Nice to see Mary Fredericks (toiletries) back with us after an absence of a few months. Mary had an operation on her knee and is still limping a little. Hope you are completely recovered by now, Mary.

Miss Denise Charlesworth (stationery) left us to pursue her musical education under Dr. Vinci in Toronto. Mr. Bucham presented her with a purse as a token of esteem from her fellow workers.

Welcome home to Mrs. J. Stokes (office supplies, who has been tripping 'round the country on her quarter-century holiday.

Our bowlers are doing so well, that, well—we had better let the matter rest.

Glad to see Miss B. Deeks (literary guild) back with us after a lengthy illness.

Paterson-Party-Presentation-Parka

The foregoing alliteration means that the gloves and hosiery department held a party at the "Highwayman" in honour of Mr. J. Paterson who has recently been appointed to head of department in the men's clothing. Mr. C. Campbell (supervisor) presented Mr. Paterson with a hunting parka on behalf of the staff. We hear that he also received a highly perfumed bouquet of flowers??? Dancing, singing and an all-round good time.

Miss Diana Pugh (surgical counter), now Mrs. Kirby as of October 3rd, was presented with a large console mirror by her fellow co-workers in the department. Lots of luck to Diana and her husband!

* * *

SECOND FLOOR



Mr. R. E. Herriot (fancy goods) went on a duck shooting trip over the long week-end. We are still waiting to see the ducks!!!

Miss Kitty Thornhill (fancy goods) has left us for a while to have an operation. We hope to see Kitty well and back with us soon.

Miss Z. Bannister (fancy goods) is being married in the early part of November. Her new name will be Mrs. McClure.

We are happy to see Miss Doreen Bowling back with us after an illness in the hospital. Doreen has still retained her jovial mood in spite of everything.

Miss Jean Argo (fancy goods office) is now Mrs. W. Murray and was married at King Memorial Church on October 11th. Miss L. Irlam presented Jean with a flowered pottery vase on behalf of the department. Jean's husband is also an Eatonian, being with the jewelry workroom.

* * *

THIRD FLOOR



Margaret McKay and Mae Davis (D.A. office) have left the store to live in Vancouver. On leaving, Margaret was presented with a travelling case, while Mae received lingerie. Good luck, girls!

Yvonne Smith (D.A. office), now Mrs. John Collins, was presented with a bed throw by Mr. R. Clark (first assistant) on leaving to be married on August 29th.

The engagement of Miss Rey Lindsay (D.A. office) to Mr. Al Sharrow was an event of October 10th. When is the wedding day going to be, Rey?

The wedding of Miss Pat Fellowes (D.A. office) to Mr. Len Quiggin took place on Monday, September 29th. On her departure, Mr. W. J. Thomson (head of department) presented Pat with a lovely torchiere lamp on behalf of the department. Lots of luck to Pat and Len!

The meat department held its first dance of the season on September 30th in the Orange Hall, Norwood. An enjoyable time was had by everyone, and we are all looking forward to the next!

Joe Cook's (meats) nose is completely out of joint since the arrival of Herb's triplets. Why? Because Joe has held the record for twins in that department for 17 years!

On leaving the department on September 20th, Fred Jones (meats) was presented with a wallet. Fred plans on making his home at the coast.

Mr. R. Van Camp has been out ill for some time. We hope he is recuperating by now.

* * *

FOURTH FLOOR

On the occasion of her coming marriage, Miss B. Usher of our dress department was presented with an automatic iron. We understand that a small miscellaneous shower was also held in her honour by the girls of her section on October 1st at the home of Miss McCulloch, dress section head. Miss Usher became Mrs. Lloyd Cairns on Friday, October 17th, at Norwood United Church.

We extend our sincere sympathy to Mr. Victor Black (optical goods) on the death of his father, Mr. R. C. Black, in Glen Hospital, Vancouver, B.C.

The women's coat department was honoured by a visit from Miss Jackson of Hamilton store this month. The girls of the department entertained Miss Jackson with a day of sight-seeing around our beautiful city park, etc.

We are sorry to report that Miss Martha Hopp (beauty shops) has been ill. Hope you are well and back by now, Martha.

October 18th was a "special" day for Miss Emma Graham (beauty shops), as that was the day she became a "Mrs." On leaving, Emma was presented with a trilight lamp by Mrs. M. E. Cole (head of department). She was also guest of honour at a miscellaneous shower given at the home of Mrs. Olafson. Best wishes are extended to Miss Graham and her husband.

Mrs. M. E. Cole (beauty shops) is now on a trip to New York.



Mr. and Mrs. Frank Moore

Mrs. Moore was Kay Askew, a bright-eyed little gal at the grill room products counter, popular with customers and Eatonians alike. They were married on August 23rd at Chalmers United Church.

FIFTH FLOOR

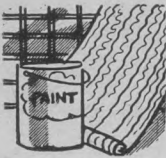


Miss V. Tuttle (known to everyone as "Tut") recently returned from a grand and glorious vacation at the west coast.

Mr. C. S. Carswell, who at present is on an overseas trip, was pleasantly surprised when the day before his departure, the folks in the department presented him with a box of his favorite cigars. Just to wish him bon voyage and to let him know we're behind him all the way.

* * *

SIXTH FLOOR



Closing time, October 4th, the girls and boys of the paint, wallpaper and picture department gathered to bid farewell to one of their popular members, Mr. Jimmy Bonello, who is leaving the store after 19 years with the picture framing department and workroom. Jimmy was one of the first boys in the store to join the navy. Mr. N. Forbes (supervisor) presented Jimmy with a brown leather brief case and all good wishes and the best of luck in his new venture.

Two items of interest concern Vera Morrow of the expense office. On September 18th, she received a lovely diamond from Mr. Bob Farrar. The night before she won \$38.00 in the Tribune Quiz. Lucky girl, Vera!

GENERAL OFFICE NEWS

By Muriel Purdie

A luncheon was held at the Homestead on Wednesday, October 1st, in honour of Lorna Henderson (general office), a bride-elect of October 17th. There were fifteen girls present. The guest of honour was presented with a corsage of red roses by Jean Shiels on behalf of the girls. Lorna was also the recipient of a lace banquet cloth and a colored table cloth.

When Lorna left the office on October 2nd, she was presented with a rose satin-bound blanket from the staff.

Gladys Stanley, who was transferred to the jewellery department, received a blouse as a parting gift from the general office staff. Best of luck, Gladys!

We were all very sorry to hear the sad news that Mr. Billy Powers (corres.) had passed away. He had been employed with The T. Eaton Company for 42 years, which was a marvellous record.

Deepest sympathy is extended to Mrs. Powers and family in their bereavement.

* * *

SEVENTH FLOOR



In honour of Frances Sheldrake (budget plan), a shower was held at the home of Miss Ruth Sweet on September 30th. Frances received a gift of a silver plate. Guests numbered 30.

Frances Sheldrake was presented with a green wool bedthrow by Mr. F. Sails (head of department) on leaving the store to be married to Mr. Jim Conacher. The wedding took place at Broadway Baptist Church on October 3rd. Best of luck, newly-weds, may the future hold every happiness for you!

The furniture department has two on the sick list this month. Miss Phyllis Watt, who is recovering from an appendix operation and Mrs. Phyllis Bain, who has been ill for some time. We extend our sincere wishes to both for a speedy recovery.

Miss Irene Watt (shoppers) has decided to live in Vancouver and was presented with an overnight bag by Mr. L. E. Summers (supervisor), on behalf of the department. Irene has been an Eatonian for a number of years and will be greatly missed by her business associates and friends.

Joyce Hoccom (shopping service) was the guest of honour at a shower given by Miss Mary Moon. Joyce received a number of miscellaneous gifts, as well as a beautiful corsage.

Mr. Bill Marcus (radios) became the proud papa of a baby boy on October 1st. Congratulations, Bill and Mrs. Bill!

Mr. Vic Stillwell (radios) is convalescing after a long illness. Glad to hear that you are coming along fine, Vic!

The wedding is announced of Mr. Russell Smith (supply office) to Miss Margaret Armstrong on November 1st. Best wishes and good luck to Russell and Margaret!

* * *



"Sander For Sanders"

Mr. Frank Sanders (budget plan) has retired after working with the Company for the past ten years. On the day of leaving, September 26th, he was presented with an electric sander since power tools are his hobby. Mrs. Sanders received a colourful pottery vase. Mr. and Mrs. Sanders have decided to live in Penticton, B.C., where they own a "little grey home in the west." They are leaving two married daughters in Winnipeg, also two lovely grandchildren. Their friends in the budget plan office wish them health and happiness in their new residence in Penticton.



"Childhood's Fleeting Hour"

Top row—left: Gordon McIveen, dark-eyed grandson of Mr. J. Fletcher (grocery packing). Centre: Brian (10 years) and Carolyne (6 years). Children of Mr. Percy King (radio department). Right: Ronald Sigurdson (7 months), grandson of Mr. Harry Isfeld (122 warehouse). Mummy was the former Inga Isfeld of the mail order salesroom.

Second row—left: Richard Sigurdson (age 2), brother of Ronald (above). Circle: Stewart James Barr (1 year), son of Mr. Ken Barr (first assistant, shoe department) Brandon. Centre: Danny Sutherland (6½ months), son of Mr. Tom Sutherland (first assistant, dress goods, etc.) of Brandon store. Right: Ethel Adele Roberts (5 months), daughter of Mr. W. Roberts (general office) Brandon.

Lower row—left: Norman King (5 months), son of Mr. Percy King (radio department). Centre: Margaret Elizabeth Cross, daughter of Mr. Jack Cross of display department, Brandon. Right: Donald Ernest Gunter (8 months), son of Ernie and Irene Gunter. Irene is the former Irene Olson of mail order cashiers; Ernie is with the store time office.

CONTACTS

Published monthly by

T. EATON CO. LIMITED

of Winnipeg, Manitoba, for distribution to the
Co-workers of the Organization

Vol. 22

NOVEMBER, 1947

No. 10

Editor: W. E. C. HURLBURT
City Advertising



"Three of a Kind Beat a Pair"

Herb Godsmark (meats) became the proud father of triplets on 29th of September. They were born in St. Boniface hospital. All girls weighing 5 lbs. 14 ozs., 5 lbs. 8 ozs., and 5 lbs. 2 ozs. respectively. They are all healthy and well. Their names are Carol Ann, Susan Marion and Rita Joan.

Departments 281, 284 and 1784 presented Herb with a complete layette for the new babies. Flowers were sent to Mrs. Godsmark. Eddie Cantor, please note!

Sorry no picture available yet but we hope to have the photograph of these three glamour girls in a later issue.

Meat department: Walter Bisset's daughter Shirley, has a pair of skates for sale! She had the misfortune to break her leg (second time in four years) while roller skating recently.

Harold Bentley (fresh meats) is away ill as we go to press. Hope you'll soon be well again, Harold.

* * *

FOODATERIA

What certain girl in the foodateria is having love songs dedicated to her over the radio? (I'm confessin' that I love you.)

Sincere sympathy is extended to Mr. and Mrs. Frank Sinclair in the loss of their baby.

Bonne Chance, Mam'selle Jeanson!

Judging by this charming portrait, Jean Jeanson is photogenic as well as talented. A pianist in our music department for four years (her first job after leaving St. Joseph's Academy) Jean recently left for Montreal to reside with her sister.

Jean's knowledge of French will be helpful in the music department of Montreal store. On leaving, she was presented with a gift of earrings and a compact from her business associates.



Miss Celia Campbell who passed away at Toronto on September 18th. As reported in October Contacts, Miss Campbell was an Eatonian for 28 years, latterly as assistant in the juvenile department.



VOLUNTARY BLOOD DONORS!

THE NEED FOR BLOOD PLASMA IS GREAT!

Are You Eligible For This Simple, Harmless and Painless Service Which Helps Save Human Life and Suffering? If You Are, Will You Sign a T. Eaton Company Employees' Enrollment Card Today?

During the war years the Eatonians gave freely of their blood for the boys overseas. Indeed we achieved a proud record of 554 active donors (men only), totalling approximately 2,720 donations.

Today we have some 65 donors, and we must build up our numbers if we are to continue looking after blood donations for our own employees and their immediate families. Between January 4th, 1946, and September 30th, 1947, we have been able to supply blood for 173 Eatonians, effecting a saving in dollars alone, of \$2,595—not counting the number of lives that have been saved.

Obviously we must get behind this service to keep up the wonderful work that has been achieved. If you are eligible, please see the assistant in your department, fill in the Employees' Enrollment Card and return it to the Welfare Office. Thank you!

In Memoriam

WILLIAM H. (Billy) POWERS



It is our sad duty to write "journey's end" to the life of another staunch-hearted old-timer and veteran of two wars—Billy Powers—who passed away on October 11th after 42 years with the Company.

William H. Powers was born at Strathroy, Ont., in 1883. While in his teens he saw service in the Boer War and went through the first World War from 1914 to 1918. Again he volunteered for World War II and was told by the understanding recruiting officer: "We'll call you when we need you." One of the landmarks of The T. Eaton Company, Billy Powers spent his entire 42 years with the general office, ledgers, correspondence and telegraph. He was widely known, especially throughout the western division and will be affectionately remembered by all.

Beside his widow he leaves two daughters—Roma (Mrs. Steadman, of Winnipeg) and Faye, Fort William, and one son, William, also of Winnipeg. He is also survived by three sisters, Maude, Marion and Mrs. William Butler, all in Ontario.

WILLIAM MILNE

Mr. William (Bill) Milne, first assistant of the mail order exchange department, passed away on September 27th.

Mr. Milne was a native of Edinburgh, Scotland, and was forty-six years of age. He had been a member of our staff for fifteen years, with department 172 general audit, the mail order operating, and lastly with department 119.

Bill will be remembered for his kindly nature and his connection with golf. He served as secretary of the Eaton Men's Golf Club and was secretary of Elmhurst Club.

He leaves a widow and four children, a boy and three girls, to whom we extend our deepest sympathy.



MRS. JANE LOBBAN

The caretaking department lost a well loved member with the passing of Mrs. Jane Lobban on September 23rd. Mrs. Lobban, a kindly little Scotswoman, came to Canada from Aberdeen and joined Eaton's on March 14th, 1921. She celebrated her quarter century in 1946 and retired in June of this year. The last 19 years of her service were spent at the printing plant where she made many friends. Mrs. Lobban is survived by her husband and a married daughter.

—●—

**We extend our deepest sympathy to the following Eatonians
who recently lost someone dear to them:**

IN THE LOSS OF A FATHER

Mrs. S. Strick (restaurant bar)
Mr. L. Wilson (mail order auditing)
Miss D. Robertshaw (telephones)
Mr. O. F. Aasen (mail order packing)
Mr. R. Sinclair (men's furnishings)
Mr. Victor Black (optical goods)

IN THE LOSS OF A MOTHER

Miss E. Hewett (meats)
Miss M. Mostow (mail order dress goods)
Miss R. Mostow
(mail order sporting goods)
Mrs. M. Goring (employees' cafeteria)
Mr. A. Collins (men's furnishings)
Mr. K. Aikman
(mail order money returns)
Mr. J. Aikman (mail order bedding)

Miss F. Hill (mail order sales room)
Miss L. Nicholl
(mail order money returns)
Mr. I. G. Dickson (general audit)

IN THE LOSS OF HIS WIFE

Mr. T. Burns
(linens, staples and bedding)
Mr. J. Smillie (retired)

IN THE LOSS OF A SISTER

Mrs. E. Shalak
(mail order gloves and hosiery)
Mr. Laird
(Mail order carpets and linoleums)
Mr. D. McKinnon (women's shoes)
Miss B. Lucas (patterns)
Miss W. Leach (mail order accountant)



Holiday Trails

Top row—left: Ice fields on Athabasca River. Centre: Bruin coming for cookies—Mrs. E. Pothier (300). Right: Fort Erie Bridge—Sam Poole (15).

Second row—centre: Bow Valley—R. Harvey (1766). Right: Famous rock garden, Hamilton, Ont.—Sam Poole (15).

Lower row—left (group of three): Outward bound at Duluth, Minn. Wrigley Bldg., Chicago, at night. Bridge Bldg., Chicago River.

Lower row—right (group of two)—Garden overlooking Niagara Falls and the mighty Falls themselves—Sam Poole (15).